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A year ago she was nobody, but last May her name ran through the media all over the world. Riyo Mori, who was crowned Miss Universe 2007, is a dream girl. Just back in New York from a homecoming trip to Japan, she revealed her relaxed side to Chopsticks New York.

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©Shinya Otsuka



IF YOU HAVE A HOME BASE, YOU DON'T NEED TO FEAR GOING YOUR OWN WAY, NO MATTER HOW HARD IT IS.



Riyo Mori
 Born in Shimizu, Japan. When she was 16, she moved to Toronto to study dance and English. Last May, her natural beauty and positive personality convinced the judges of the Miss Universe contest. As the first Japanese to win the title of Miss Universe since 1958, she now enthusiastically participates in charities and events.

RIYO MORI

*A year ago she was nobody, but last May her name ran through the media all over the world. Riyo Mori, who was crowned Miss Universe 2007, is a dream girl. Just back in New York from a homecoming trip to Japan, she revealed her relaxed side to *Chopsticks New York*.*

It's been almost six months since you were crowned Miss Universe. How did your life change?

Time just flies. Literally, time has passed minute by minute. My job actually started the minute after I was selected as Miss Universe. I have met many people, visited many countries, participated in many charities. And I believe I found an unknown side of me through this job. I don't think of words like "hard" or "painful" describe this tough mission. I truly enjoy it...

What is the new Riyo you just found?

First of all, many people misunderstood me. They think I am sharp and aggressive and always like to be treated like a princess. But I am completely the opposite—more relaxed, easy, and happy-go-lucky. Through this job, I have begun to behave in a more active way.

Would you share an interesting episode that you experienced as Miss Universe?

I visited AIDS patients in Japan last year. When I spoke with one patient, my thoughts just slipped out of my mouth. I'm involved in crusades against AIDS and encourage patients by talking with them. But I am not a doctor and I don't even make medicine. I wandered about to the patient if my efforts really mattered. The patient got mad at me and said, "Please don't say that. That makes me sad. I am encouraged so much just talking with you now. Please keep believing in what you are doing. I hope you

will tell more about AIDS and HIV to young people and participate in the campaign more positively." I did not expect his comment at all, and I could only respond, "I understand." In the end, I was the one who was encouraged. This is just an episode, but this kind of unexpected thing keeps happening in this job. I don't know how to behave, how to react. But I learned a lot after going through these experiences, and I feel I grew up as a person.

Now you are based in New York. What is your favorite place here?

That's definitely my room. I try to set up the most comfortable environment in my room as I can. I bought small interior goods to create a setting that resembles where I used to live. I'm not hikinori [a reclusive individual who has chosen to withdraw from social life] but just like to be in my room.

Is there any Japanese product that you miss?

Since it's winter now, it would be great if I had a kotatsu [a small table with electric heat underneath the table top]. I want tatami [a mat made of woven straw], too. We can't sit on the floor here, only on the sofa or bed. That is not a relaxing place for me. I love to lie on the floor and watch TV.

Wow, you are so Japanese.
Yes, indeed.

I heard you are true lover of miso soup, too.
Yes.

What kind of miso soup is best?

The one my mother makes is the best. Ingredients can be anything, but I like everything my mother chooses. As for soup, I prefer shiro-miso [white miso with a milder taste].

Miss Universe should be a role model. Do you feel any pressure, or are you just enjoying fulfilling your mission?

I don't think I have. I have never felt any pressure being Miss Universe. I behave quite naturally. I like to be the way I am. If people behave as if wearing a certain shield, nobody can open his or her heart to them. On the other hand, if people are relaxed, they can easily make friends and communicate openly. I always try to keep in mind that many people look at what I do and how I do it. Being a role model is not bad at all, actually.

How do you keep your health and beauty in this busy schedule?

The most difficult thing is to maintain a balanced diet. I'm in a hurry all the time, I'm on the plane often, I travel through different time zones, I have to eat exotic foods in different countries. It is very difficult to keep a healthy meal plan. So, I try to eat more vegetables and take dietary supplements. Taking too many supplements can cause problems, too. So, it's important to combine supplements with what you eat. My regular supplement is fish oil. I heard it's good for the brain. So, I keep taking it to make my brain work all the time. [Laughs] My grandfather kept saying, "You should eat fish. It makes you smart." I follow his words.

Do you still dance, too?

Yes. I also go to the gym every morning. My personal trainer helps me maintain my size and weight.

In the final interview session of the Miss Universe contest, you emphasized the importance of being positive. How do you keep that state of mind?

Well, in my case, I listen to songs that encourage me. It's simple, but it works very well for me. Also, I bear in mind the encouraging words that my supporters give me. I do not think I've come to this position by myself alone. Many people have supported me. When I reflect on my journey to get to the point in my life, it is their support that has given me the energy to move on. Doing this business is not always fun, rather there are so many hurdles.

It is easy to get depressed in this role, actually. In order to overcome the feeling of depression or grief or hopelessness, I strongly believe it is important to be proactive in thinking positively.

What do you want to do after the Miss Universe term is over?

If I could do this job my entire life, that would be so great. But reality is not like that. So, I try not to enjoy just my current life. If I do so, I'll probably fall down from the cliff after my term is over. What I keep in mind is that this is one milestone. I like to make the most of what I am learning now for my next stage. I plan on establishing my own dance studio in the near future. I like to help people expand their minds through learning dance, especially children. I believe dance is very good for developing the imagination, keeping the brain active, and maintaining a healthy mind.

But you are still young. Don't you want to pursue your dream of being a dancer anymore?

Of course I haven't given up my dream. I started dancing when I was 4 years old, and dancing on Broadway is my strong, strong dream. But I also think it is not too early to start anything. If you have a home base, you don't need to fear going your own way, no matter how hard it is. My dance studio can be my home base.

— Interview and translation by Noriko Kamura

THE MISS UNIVERSE ORGANIZATION

The Miss Universe Organization, producers of the MISS UNIVERSE™, MISS USA™ and MISS TEEN USA™ competitions, is an international company that advances and supports today's women. These women are savvy goal oriented, and aware. The organization provides the opportunities - the mentoring, career training, resources and life experiences - for women to be personally enriched through the organization's year-round support of all aspects of their lives, from their own personal career goals to social and humanitarian causes and work. The stakeholders of the Miss Universe Organization personally the contribution of beauty and intelligence that defines the 21st Century.

©Miss Universe L.P., LLC



Restaurant

Authentic Buckwheat Noodles and Charbroiled Dishes

There are tons of *soba* restaurants in New York, but restaurants serving *soba* (buckwheat noodles) are much harder to come by. This is quite odd for Japanese people—*soba* is as popular as *sushi* in Japan. Naturally, Japanese expatriates are eager for local *soba* options. Just a month ago, a new *soba* restaurant opened in midtown Manhattan: **Soba Totto** is part of the restaurant family that includes **Totto**, **Torjo**, and **Aburijo Kinnosuke**, all of which are known for their charbroiled dishes. *Soba Totto* maintains the energy of these charcoal grill houses while serving *soba* of a quality found only in a specialty *soba* restaurant. *Soba Totto* uses only high quality, stone-milled buckwheat flour, which is called *bito* (the *bito* style grain). It's milled in a low-speed milling machine in a food temperature room to maximize rich aroma and flavor of buckwheat, which can never be produced from regular buckwheat flour. *Soba Totto*'s skilled *soba* maker from Japan ensures an authentic taste. The restaurant offers both cold and hot *soba*, each available in 4 or 5 different flavors. Cold *soba* is served drained and is eaten with a soy-based dipping sauce, while hot *soba* comes in a broth. "It might be difficult for non-Japanese to suck in the noodles without soup, so it would be easier for them to try *soba* in hot soup

first," says Nobuyoshi Kishino, the manager of *Soba Totto*. If you would like to explore the taste of this nutritious ingredient further, try some of their *soba* appetizers: *Nikosen Soba Seefi Okey* (cold medicinal rice porridge), *Jo Soba Salad* (braised *soba* served with turnips and scallops), and other interesting dishes will amaze you as well as make you healthy.



Soba Totto
211 E. 43rd St. (bet. 2nd & 3rd Aves.)
New York, NY 10017
Tel. 212-512-6020

From Japan

"Jinsei-Tokel": An Alarm Clock That Resonates With Your Life

Have you ever monitored your life by yourself? Or had a robot version of yourself? Probably not. I am not talking about an Orwellian novel or a paranormal phenomenon but about an alarm clock. Japanese toy maker **Takara Tomy** has just released a new type of alarm clock, the *Jinsei Tokel*, which changes its alarm sound and the animation on the clock screen to reflect your lifestyle. How does it work? First, you choose one of the three pre-programmed characters living in the alarm clock: aspiring young salaryman, rock guitarist wannabe, or young girl who dreams of love. Once you start living life, you become the real-life model of the character you chose. If you get up promptly when your alarm goes off, your character becomes successful. And as your parade life in the clock improves, the alarm music becomes more beautiful and the animation on the clock screen turns happier. On the other hand, if you keep failing to get up when the alarm sounds, your virtual life becomes increasingly miserable (and the alarm sound turns to noise). After you close one character's life, you can move on to the others.

Jinsei Tokel is similar to *Demigotchi*, a handheld digital pet. The pet grows

better or worse according to how you take care of it. The character in *Jinsei Tokel*, however, reflects you. It is you who determines the character's life. Making an effort each day will lead you to success. Well, don't take too seriously—it's just a game!

Jinsei Tokel can also be used as a kitchen timer and has an intermittent countdown function. It is sold for 3990 yen (about \$40) and has 4 color variations, including black, white, lime green, orange, light blue, and vivid pink.



Takara Tomy
www.takara-tomy.co.jp/product/jinsei-tokel/
(Japanese only)

Shop

For the Dog Who Has It All...

Is Spot tired of wearing the same grungy sweatshirt on his walks? Would Fifi prefer a more elegant leash and collar set? Dog owners, look no further than the new dog boutique and pups, **PAREDO MY**, for the latest in dog fashion and grooming. The store is the first American outpost of the Japanese dog fashion brands, *Paisi Exotic* (doggie casual wear) and *Paisi Gold* (for the more fashion-forward pooch). The firms were started in 1998



by two fashion designers who were having trouble finding clothing for their pet Chihuahuas. They soon opened two boutiques in Tokyo's trendy Harajuku district, followed by a showroom in Los Angeles. Now the West Village boutique gives New Yorkers a chance to dress their dogs better than they dress themselves. The canine garments are made in Japan and are exceptionally well-constructed (and priced accordingly). A leech for miniskirt adorned with Swarovski crystals and a military-style jacket with detachable

hood and lining were particularly cute, as was a hand-embroidered wool jumper. The sportier dog may want to invest in a wind-breaker with reflective stripes. Each item comes in 10 sizes (the tenth size, X06, was added for the US market). PAREDO MY also carries a variety of dog tote bags as well as luxe fur dog beds. If your dog needs a hand to go with its new outfit, you may want to consider an appointment with the groomer at the rear of the store, *Kyoko Adachi*. Known to be very meticulous and careful, *Abe Akeda* gives each dog a special shampoo as a finishing touch.

PAREDO MY Dog Boutique and Spa
 54 Hudson St., New York, NY 10014
 Tel.: 212-217-2541 www.paredo-my.com
 Mon-Fri 10:30am-6:00pm Sat 11:00am-7:00pm

Drink

Iichiko FRASCO and KUROBIN: Spirits of Japan Land in New York

Which shochu do you prefer, white or bourbon? If this question were asked in a Japanese cultural context, it would be "sake or shochu?" Shochu is a traditional Japanese distilled liquor that is just as popular as sake in Japan. One of the most popular barley shochu brands in Japan, **Iichiko**, has just introduced its siblings to the US market: **Iichiko FRASCO** and **Iichiko KUROBIN**. Made from only highly polished barley and barley-koji (yeast), FRASCO produces a clean and limber taste. The milling size of this barley grain is 10% higher than those of other shochu, and this reduces any unnecessary flavor coming from the fermentation process. Clean and sleek, the flasklike bottle design represents the taste of FRASCO perfectly. Likewise, the dark ceramic bottle of KUROBIN (which literally means "black bottle") well complements its rich and earthy flavor. The robust taste and distinguished aroma of KUROBIN, also distilled from barley and barley-koji, is realized by a hybrid process combining the traditional ramak-pressure distillation and a newer decompressed distillation method.

The common ways of enjoying shochu are on the rocks, mizuwari (diluted by cold water) and oyuwari (diluted by hot water). But in this cold weather,

nothing is better than *oyuwari*. Pour hot water into a glass before you pour the shochu, then wait for natural convection to generate a soft and pleasant aroma. If you prefer a milder taste, mix shochu with water at a 2 to 3 ratio one day prior to drinking it and then warm it up just before you drink it. Try the new Iichiko shochu in a seasonal way and experience authentic Japanese spirits.

Info: <http://www.iichiko.co.jp/en>



☒ EDO BOOM (江戸ブーム)

THE CHIC AND ECOLOGICAL WORLD OF 18TH-CENTURY JAPAN



Until about 340 years ago, Tokyo was called "Edo" *byōbu* Tokugawa, the general who won and ended the long period of war, established Edo as the national capital in 1603. This period of the Tokugawa Shogunate is also known as the Edo-Jōshi (1603–1867) after the new capital city. In the past few years, Japan has seen a rising interest in the Edo era in many fields: literature, fashion, entertainment, lifestyle, and even economics. Bookstores have a designated space for Edo-related books, traditional performing arts such as Kabuki and Rikkyō are gaining wider audiences, and colleges are offering semester-long classes on the Edo-Jōshi. This Edo Boom started a little before the 400th anniversary of the Tokugawa Shogunate in 2003, and it is still going strong. This past December, the Tokyo National Museum held a special exhibition about the Tokugawa family, "Dai Tokugawa Ken (Great Tokugawa Exhibition)," which attracted 400,000 visitors in two months.

This boom is not fueled merely by Japanese nostalgia. Nowadays, Japanese people see an ideal way of life in the Edo-Jōshi, a time during which people lived peacefully. Although there were ups and downs, the economy was prosperous for about

260 years. Numerous public works were carried out, and there was a high demand for labor. This created other demands, and, naturally, the economy grew. Thanks to the stability of the economy and life without war, people were able to enjoy their own leisure time and spend money on entertainment. It is during this period that Japanese pop culture bloomed and developed, including *Kibōshi* (highly stylized, multi-colored art), *Rakugo* (comic storytelling), *Jasei* (storytelling with music), and *Haikai* (Japanese poetry). *Gosha* culture evolved during the Edo-Jōshi, and arts such as *Ukiyo* (wood block printing) and sports such as *Sumo* (Japanese wrestling) became popular. Even though they are over 300 years old, the essence of this culture is not outdated at all.

People of the Edo-Jōshi actually lived the way of *ICHIGU* (Integrity, Of Health And Sustainability) and practiced *slow-living*, which are now considered trendy. They recycled, ate local and seasonal food, used natural resources responsibly and with a focus on sustainability, and protected nature. The people of Edo lived the ideal ecological lives that are sought after nowadays.

The best example of how much Japanese people

enjoy Edo culture now is probably the *Edo Bookie* *Reishi Kintō* (Edo Culture and History Certificate Examination), which was launched two years ago. This tests your knowledge about culture in the Edo-Jōshi and grades you in three degrees. According to the organization of the exam, your knowledge is enough to travel Edo if you pass grade 3. Grade 2 allows you to live and study in Edo. If you successfully accomplish the most difficult grade, you are qualified to be a tourist guide in Edo. Official textbooks are published, and trial preparation classes are even offered. More than 20,000 people took this exam just for fun in the past two years.



Reenactment as one of the most popular performing arts. Kabuki has been gaining a younger audience during the Edo Boom.



Edo-Awase is a book that was first introduced for the annual sale of the person above. Later, it spread to other classes. It looks plain from a distance, but it has a sophisticated, geometric pattern.



Textbooks for the Edo Culture and History Examination.

Japan Technology

THE SECRET OF GLOBAL TECHNOLOGY, THE POWER THAT CHANGES HUMAN LIFE.

TOYOTA, SONY, NINTENDO...; nowadays, the world is flooded with Japanese technology. Nobody disagrees with its excellent quality. The development of technology in Japan helped Japanese to revive from the devastation of World War II and contributed to rapid economy growth in the 1960s and 70s.

The country is poor in natural resources, and it is technology that established Japan's strong competitive advantage globally. But the most important thing is that technology has made human life richer, more convenient, safer, more efficient, namely, better.

Here, we focus on Japan Technology which has changed human life.

SPECIAL INTERVIEW

FROM COMMUNICATION TOOL TO LIFESTYLE TOOL: EVOLUTION OF MOBILE TELECOMMUNICATION

MASAKI YOSHIKAWA (President & CEO, NTT DoCoMo USA)

PRODUCT REPORT

- #1 JOBA BY PANALINK
- #2 DR. PI WATER PURIFIER BY PI WATER
- #3 WASHLET BY TOTO



— SPECIAL INTERVIEW —

FROM COMMUNICATION TOOL TO LIFESTYLE TOOL:
EVOLUTION OF MOBILE TELECOMMUNICATION

MASAKI YOSHIKAWA (President & CEO, NTT DoCoMo U.S.A.)

Watching TV, reading novels, making ticket reservations, playing games, paying bills ... Keitai (cell phone) culture in Japan is far ahead its US counterpart. Currently, keitai users make up around 85% of the population in Japan (almost everybody except small children and the elderly). But it has gained such popularity in just 15 years. Keitai has permeated into Japanese society rapidly and deeply and affected lifestyles a great deal. The foremost mobile telecommunication carrier in Japan, NTT DoCoMo, is responsible for this phenomenal change. Mr. Masaki Yoshikawa, the President & CEO of NTT DoCoMo USA, talked about how the keitai has developed and how it stays abreast with Japanese people's way of life.

EVOLUTION OF THE MOBILE
COMMUNICATION DEVICE

Would you tell me how the mobile telecommunication system in Japan has developed and how it has affected people's lifestyle?

Mobile service for the public was introduced in the 80s. Before that there were mobile trunks for a rare craft and vessels. But, in terms of public use, it began with the introduction of the car phone in 1978. It was heavy, bulky and expensive, and also required a lot of battery power. Consequently, only corporate executives were able to use car phones. That was the first generation of telecommunication, which used an analog system. The technological innovation cycle in telecommunication happens every 10 years. The 90s were the years of the analog system, as I explained. The 90s marked the time of the digital generation, which we call the second generation. Then after 2000, Japan entered what we call the third generation. In the US, however, both the second and third generation systems are still pending.

What differentiates the third generation from the second?

Data transmission speed improved tremendously in the third generation. The speed of the third generation is very fast for downloading music and sending

and receiving images, while the second generation mainly transmits voice and a limited amount of text messages.

So what will happen in the future?

We predict that the fourth-generation will be introduced around 2010. In actual fact, what we envision is "3.9G", a slightly premature version of the fourth. At present, fiber optic systems which allow huge amounts of information (as large as 100 megabits per second) to be transmitted are becoming more and more popular in households. In 3.9G, the capacity of the mobile handset will be upgraded as much as the fiber optic systems, allowing people to watch even movies on their keitai.



The "tasu-kei-keitai" (mobile phone wallet) combines a number of functions such as holding air travel tickets, office and home keys, employee security cards, credit cards, and even commuter passes.

The introduction of the "i-mode" function influenced Japanese keitai culture enormously. Would you explain how it happened and what it means?

During the 90s, cell phones were mainly used for voice communication, and many people began subscribing to the internet. As a telecommunications enterprise, we were looking for a new service to offer our customers. Soon we developed and launched "i-mode," a wireless internet service. When we launched it in 1999, the function was relatively limited. The early features were e-mailing and information searches, much like what we do on PCs, but the "i-mode" function was gradually upgraded to allow for ringtone downloading, internet banking, reserving train and air tickets, and credit card use. So Japanese users do not call it a cell phone anymore. It's not a voice-transmitting device but a portable information handset or life-assisting device. Keitai has become a device essential to people's daily lives. We call it "lifestyle infrastructure."

Also, it's important to mention that "i-mode" created a new data distribution service market, which did not exist before. That was revolutionary. Currently, a little over 30% of the total revenue of DoCoMo comes from its data distribution service.

I also believe the introduction of "i-mode culture"

increased the IT literacy of kenta users. By gradually familiarizing themselves with complex kenta functions rather than simple voice communication, they began to reduce their doubts of complicated systems that were completely new to them. So, "i-mode" was a good stepping stone to increasing IT literacy.

KIBITAI AS A LIFELINE

The term "lifestyle infrastructure" makes one think of a lifeline during natural disasters or accidents.

Yes, it can be used as a lifeline as well. In Great Hanshin-Awaji Earthquake 12 years ago, even though the landlines were cut and became unusable, there were some cases in which kenta worked. Also we have a function called "kajiban," which is a non-vo call message based on cyberspace. People can exchange their safety information through that. What happens here is that DoCoMo turns up an emergency message based once a natural disaster occurs. People can access the board using their cell phones or landlines to exchange information on how they are. We try making the system active as much as we can, even when the voice communication systems of cell phones and landlines are shut down. Since Japan is hit by a lot of natural disasters such as earthquakes and typhoons, this function is crucial.



Small children and elderly people are two demographic groups which use our specialty using cell phones widely. NTT DoCoMo has designed kenta with essential functions for each group. The Kito Kenta includes a safety alarm function that emits a noise if a card is pulled off as well as an automatic updating and three free e-mails feature called "koushou" (family) "koto" (where are you now?).

Also, a kenta sends a signal regularly, which enables us to track down where it is. So, in the case of a tsunami disaster such as the one that happened in Southeast Asia two years ago, the disappearance of

a cell phone signal can tell us that something might have happened to the kenta user.

It might be good for finding "hacker kenta" [lost and confused elderly people].

That's absolutely true. We have kenta made especially for elderly people. It doesn't have to have fancy functions for them—its functions should be minimal, and its operation system should be simple. Our model has GPS, which enables us to detect a hacker kenta's whereabouts. Speaking of detecting the user's location, kenta is perfect for protecting small children from kidnapping. We also have a kenta designed for children that features a function that signals danger.

AN INCREASINGLY PERSONALIZED INFORMATION SERVICE

New cell phones can make our lives more convenient, more entertaining, and even safer. But if we lose it, that causes a disaster, doesn't it?

Cell phones today are loaded in multiple security systems. For example, DoCoMo can deactivate a cell phone by remote control if you lose it. This is particularly important for corporate users because it can prevent corporate information from being leaked. You also can register your fingerprint or your iris or face for locking and unlocking the functions of your phone. The newer models have the biometric safety lock feature. For those who don't want to lose all the data they have downloaded and stored in the event they lose their cell phones, DoCoMo has a service that stores a backup version of their data.

Technology can control personal information, then, it's like science fiction.

What we are trying to realize for the next stage is to control people's lives more. Since they carry cell phones with them all the time, we understand their

behavioral patterns: where they go shopping, which subway lines they use, what they like to eat. For example, if a person commutes on the F line and we get information of an accident on that line, we can inform the person of the delay in advance. Likewise, the next stage of mobile telecommunication will go in the direction of sending personalized, unique information to the user rather than he or she working to access this information.

What is the latest service that is popular among Japanese kenta users?

It's called the One Seg TV broadcast, which was launched in April 2006. It enables users to watch TV on their kenta. This is different from TV-viewing here in the US because in Japan, kenta get the same signal as the local TV broadcast signal. So, the image quality is extremely clear. Also, we have collaborated with home electronics makers including Sony, Panasonic, and Sharp to produce ideal picture images.

So, it makes commuting much more fun, doesn't it?

Not here yet. It is also commonly used at home. When children are watching TV in the living room, their father can watch his favorite program on his kenta.

Oh my goodness! Where is the respect for the father? Has the Japanese family relationship changed so much?

Well, it seems true based on what we have observed from cell phone users' behavioral patterns.



The One Seg TV function enables kenta users to watch TV. High-resolution kenta are also able to stream video, including movie trailers, promotional videos, and cartoons.



Emailing in Japanese on your BlackBerry

NTT DoCoMo USA's Kawaii! software is the best solution that enables full emailing in Japanese on BlackBerry devices in the USA. DoCoMo USA also offers the BlackBerry i2Wi! app, the only mobile web browser in Japan (purchase on a GPRS carrier in the USA is required). Visit www.usakawai.com for more information.

No Horsing Around: High-Tech Exercise from Panasonic

Panasonic shows off their newest innovation in fitness equipment with the introduction of Joba. This core trainer is for adults of all ages and will whip you into shape in no time!

Panasonic, one of the world's leading manufacturers of high-end electronics, brings getting in shape to a new level through Joba. (Incidentally, "Joba" means "horsemanship" in Japanese.)

The concept of Joba was first born in 1995 after a visit to Europe by a Japanese doctor, who became interested in European "horsemanship riding therapy" used on patients. However, at the time, Japan had few horsemanship riding centers, and there was low awareness of horsemanship riding. Despite these hurdles, and after visiting a Panasonic showroom and experiencing the "virtual riding" system, the concept of a horsemanship riding simulator was developed.

Through advanced research, Panasonic developed and designed this core training machine to simulate

horsemanship riding and the "flexion movements" needed to stay on a horse. The main concept of "flexion movements" is that your upper and lower body unconsciously move in ways to keep still as

the horse through spurring your legs or trying to keep your upperbody in balance with the movements of the horse. This multi-functional machine focuses on several major muscle groups: stomach, back, biceps, legs and calves. Muscles that are not normally used in everyday life are also used when riding Joba. Through continuous riding the horse, there is less of a burden on your body (compared to other forms of exercise). Even people who don't like to exercise or people who have low physical endurance can gain the benefits of this fitness machine.

Joba has a plethora of benefits. It can help define your waistline. Through strengthening your core muscles, you can burn fat, helping you with your diet. For those who are afraid of the gym, you can get a regular workout at home just by riding Joba. Research shows that riding Joba for just 30 minutes a day (15 minutes x 2 times/day) gives you the same exercise benefits as walking for one whole hour! Improve your golf swing by strengthening your body's core and making your body more flexible by strengthening the muscles around your stomach and back, your posture improves for a more elegant appearance. Build endurance by building up your muscles. And, through getting a good sense of balance and through low-impact exercise, Joba helps increase mobility, which is extremely important for seniors.

Don't pass up Panasonic's high-tech exercise horse with multiple benefits! Hop on Joba for a ride to a stronger, leaner new you!



MPIC: Maximum Weight: 77 lbs
Dimensions: 39" H x 41" W x 21" D
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3 Adult Modes: leading, up & down, head-to-back slide, head-to-back out, tail-to-cage out
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Speeds: 3 200rpm Adjustment: 4 lengths
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Miraculous Pi Water Keeps You Young and Healthy

It is well-known that 70% of the human body is comprised of water. Pi Water is similar to your natural body water, which contains the energy to live. This miraculous water helps you stay young and has numerous health benefits.

Pi Water was discovered in 1964 by Dr. Atsuo Yamaoka, a professor of Nagoya University while studying the physiology of plants. Dr. Yamaoka was searching the phenomenon called florigen, which is considered to control or trigger flowering in plants. Then he discovered "living body water," which affects the transformation of buds. He also found that the living body water contains three ferrous ions (Fe²⁺/Fe³⁺), which has the ability to control human body functions. After extensive research and numerous studies, Dr. Yamaoka succeeded in making this magical "living body water" artificially. That is how Pi Water was born.

You can get Pi Water at home by simply installing the Dr. Pi Water Purifier. The Pi Water purifying system is not artificially engineered. The cartridge is equipped with more filter media than any other water purifier. Through 11 steps of purification and Pi Process using Pi Processed Tourmaline, essentially, tap water becomes the best water to our body. This is similar to the way that spring water comes out of rocks. The water you get through this method is tasty as well as rich in minerals.

Pi Water can also bring you phenomenal health benefits. Since the water clusters in Pi Water are very small, the human body can absorb it faster and more effectively than regular water. It also contains more

oxygen, which is essential for optimal brain and organ functions. Water plays important role in providing oxygen and nutrients to the cells, as well as flushing out the toxins and waste. When water with abundant oxygen is absorbed by the cells, they become more active and ultimately metabolism improves. Anti-oxidation effects and minus ion effects are also important features of Pi Water, both of which contribute to slowing the aging process and keeping the body healthy.

You can experience the power of Pi Water not only through consumption. Use the water for your daily shower, and watch your hair and skin glow. It is even clinically proven that Pi Water helps skin diseases such as eczema. Nowadays, Pi Water is used not only in the medical field, but also for commercial and household use, including beauty salons and restaurants.

For example, **NINJA New York**, an upscale Japanese restaurant, has employed Dr. Pi Water Purifier since its opening. "It's simply tasty and healthy. When we serve this Pi Processed water, our customers are so proud with its quality. They say delightfully, 'Oh that's Ninja Water!'" says Satoshi Shindo, Director of the restaurant.

Dr. Pi Water Purifier comes in different styles, depending on the usage. Incorporate this magical water

into your life and enjoy its maximum health and beauty benefits.



No need to buy heavy bottles of water with the compact, lightweight Dr. Pi Water Purifier. It's convenient and economical.



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The product that changed Japanese "bathroom culture."

About 60% of Japanese households use bidet toilet seats, and the Washlet, manufactured by TOTO, is the top model. TOTO literally changed the way Japanese people use the bathroom by introducing the Washlet in 1980.

You may not be familiar with it, but a bidet is a device that cleans one's genital and rectal areas with a warm spray or jet of water. In Japan, where people talk about a bidet toilet seat, they naturally think of the Washlet. Japanese people love it because it's clean, comfortable, and healthy. But only a couple of decades ago, the toilet system in Japan was completely different from that of today; toilet seats did not exist.

In the 1950s, Japan was in the midst of a housing construction sub in the wake of rapid economic growth. TOTO, the top manufacturer of housing fixtures at the



Three Washlet models, among the many introduced to the US market.

time, was also enjoying strong sales after introducing a flush toilet to the Japanese market (the first step toward revolutionizing the Japanese toilet system). This success, however, did not last long because of the recession caused by the Oil Shock in the

late 70s. TOTO needed to produce something even more innovative. They learned of the "Wash-A-Seat," a medical toilet seat developed by American Bidet Co., and they decided to export the product and distribute it in Japan. Alas, the model they bought did not function properly; the temperature of the water was not stable, and the direction of the splashing water was erratic. They decided to develop their own version, tailored to Japanese needs.

The first task for the technicians at TOTO was to determine the ideal target position of the splashing warm water. Since such data did not exist at the time, they had to find it by themselves. They used TOTO employees as guinea pigs and got 300 samples from which to determine the target position.

The next addition was temperature: what was the most comfortable temperature for the toilet user's bottom? The technicians got splashed with water, each time noting the temperature by 0.1 degree Celsius in the lab. After much work, they found the appropriate temperatures: 35 degrees Celsius for the water, 36 degrees Celsius for toilet seat, and 50 degrees Celsius for the drying air.

The toughest challenge was stabilizing the temperature. First, they hit upon an idea of using an integrated circuit (IC), but this idea soon collided with the danger of electrification (water and electricity are a dangerous



"Once people try the Washlet, they will leave their usual toilet for it," says Shoji Ichikawa, the regional sales director.

combination!). The answer came accidentally. One technician noticed that traffic signals continue working properly even in the rain. This gave him the idea of using a resin-coated hybrid IC. After much experimenting, the technicians at TOTO had finally found a way to make the perfect bidet toilet seat.

The product hit the Japanese market in 1980, and Washlet became a household word. Even after its initial introduction, it has continued to evolve. The TOTO technicians' spirit and effort towards making toilet perfection are still the same. You can count on them to keep on providing reliable, high-quality products for your life.



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FOOD DRINK GROCERY

RESTAURANT REVIEW

PASTA WAFU / YAKINIKU IZAKAYA RIKI / MONSTER SUSHI / TOKYO POP / NORI / SAKURABANA

CONVERSATION WITH SAKE SOMMELIER

CHRIS JOHNSON OF BAD NOODLES

JAPANESE CHEF' HOME STYLE COOKING

LOTUS ROOT CAKE BY TAKA YAMAGUCHI (TAKA SUSHI)

COOK JAPANESE DISHES AT HOME

LISTINGS

JAPANESE RESTAURANT / OTHER ASIAN RESTAURANT / GROCERY & SAKE



PASTA HOUSE & SUSHI BAR

Pasta Wafu

141 1st Ave. (bet. 30, Market & 39th St.) New York, NY 10003
 Tel.: 212-525-2748
 Mon-Sun 11am-11:30pm

Pasta Wafu introduces a new style to their world famous menu, Italian pasta dishes. Japanese Italian fusion pasta dishes. Claude Hu, the owner with a 14 year career in the restaurant business, introduced this new fusion menu in the brand-new East Village restaurant in October, providing fabulous Italian cuisine, new Asian fusion cooking and affordable pricing. When King Power Garlic Sauce Pasta is absolutely a must dish to enjoy their luxurious seafood flavor over authentic pasta. The restaurant's chef, John (Jo), was trained at the world famous culinary institute Le Cordon Bleu, and he carefully inserts sensitive Japanese flavor in his pasta recipes. He adds fresh fish sea and shiso, Japanese basil, to make a perfect seafood flavored broth that would go very well with pasta, seafood and vegetables. "We are attracting urban young customers, and many of them are Asian customers who are very critical of food quality, not to mention Japanese customers," Mr. Hu says. Along with their original specialty of sushi bar and a large selection of Japanese sake and wine, Pasta Wafu provides a comfortable environment that customers enjoy for hours.



KING POWER GARLIC SAUCE PASTA



One of their bestsellers generally serves fresh and rich king power sea homemade legume. The Japanese food cooks everything well together. \$14

The most popular dish among Japanese customers **BEST 3!**

- ① King Power Garlic Sauce Pasta (\$14)
- ② Flying Fish Sea & Shiso Leaven Pasta (\$14)
- ③ Mushroom Risotto (\$14)

JAPANESE BBQ / IZAKAYA / SUSHI

Yakiniku Izakaya Riki

358 E. 52nd St. (bet. 3rd & 4th, New York, NY 10003)
 Tel.: 212-495-4050
 Mon-Sun 11am-4am

It would be hard to find a restaurant that works harder to please its customers than **Yakiniku Izakaya Riki**, the one-year-old Japanese BBQ joint tucked away in a basement on East 52nd Street. The owner, opened it because he was growing for authentic yakiniku (Japanese BBQ) but just in case a customer wants something different it also has an extensive sushi bar (ground for its use), a large menu of izakaya food (Japanese tapas), shabu shabu (Japanese hotpot), a decent sake bar and Japanese beer served in glass/cold mugs. But it's the yakiniku that's the star of the show. The restaurant is jammed with customers calling for one of Chef Tami's specialties like Wagyu Kifu (Wagyu short ribs) and Wagyu Horae (Wagyu Beef Skirt Steak). Those beautiful cuts of meat are marbled with fat that caramelizes on the tabletop grills until it's as sweet as candy. Nothing goes better with yakiniku than shochu, the Japanese liquor, and Yakiniku Riki is proud of its 28-bottle shochu list. The menu changes every month, but for the adventurous enter there's *Kanamaru Nawanaka Miso* (Pork intestines with Spicy Miso) and, added by popular demand, beef liver *unshio*.



WAGYU KIBU



The premium meat is sold for \$14 except on Mondays and Sundays when they're only \$15.

The most popular dish among Japanese customers **BEST 3!**

- ① Wagyu Kibonabe (\$14 Mon & Sun)
- ② Genghis Khan Lamb (Pineapple/Lamb) (\$14)
- ③ Wagyu Horae (\$14 Mon & Sun)

SUSHI

Monster Sushi

150 W. 23rd St. (bet. 6th and 7th Aves.) New York, NY 10011

Tel. 212-475-8731

Hours: 11:30am to 11:00pm (closes at 12am on Fridays and Saturdays)

If you are a big eater of good and healthy food like sushi, **Monster Sushi** awaits you. Monster Sushi has been largely successful in major neighborhoods of Manhattan for a few decades, and their Chelsea location has just reopened after a major renovation. Established in 1997 in the heart of Chelsea, the part owner, Chef Wilbur proudly shows the brand-new interior of the restaurant that creates a funky underwater atmosphere. "We are successful for years by attracting everyone — locals from the neighborhoods and tourists," says Mr. Melikian. "The concept of Monster Sushi is 'big.' They serve a larger variety of sushi in larger portions than usual sushi restaurants, and their rolls are larger with more ingredients inside. 'Sushi is everyone's food now. Japanese customers would like our best sellers,'" he smiles. Enjoy the refreshing sushi dishes in the aquatic atmosphere of their new interior, wavy lines that give you a flowing feeling, round fixtures representing bubbles, bright blue colors on the wall and tables, and their character "Monster" fish in the murals. As if sitting in the seabed, enjoy the unique combination of vegetables and seafood ingredients in their large rolls.



MONSTER ROLL



The signature dish, **Monster Roll** (\$15.95) has more than what outside. Inside are shrimp, salmon, tuna, mushrooms, cucumber and crabsticks (shrimp/salmon).

JAPANESE TAPAS

Tokyo Pop Japanese Bistro

2735 Broadway (bet. 15th and 16th Sts.) New York, NY 10025

Tel. 212-332-1000

Hours: 12pm to 11pm (closes at 12am on Fridays and Saturdays)

Look for a restaurant with an orange interior on the Upper West Side. It may not be easy to recognize that it is a Japanese restaurant but that is how **Tokyo Pop** is. A French restaurateur and an ambitious Japanese chef create this unique restaurant with a French atmosphere and superior Japanese dishes. The focus of their menu is Japanese tapas dishes with a hint of French style that Masako Nakagawa, the executive chef of the restaurant, serves. After over a decade of traditional Japanese Kaiseki (formal cuisine meal) cooking, his philosophy is to cook to make all his customers happy. With his innovative ideas, endless creativity and challenging spirit to apply new ingredients, traditional Kaiseki's strict style was not satisfactory enough for him. Since Tokyo Pop was opened in April 2006, Mr. Nakagawa's creativity and new ideas "pop" one after another. Along with their substantial Japanese sake and wine selection, there are many varieties of seafood selections accompanied by French style sauces. On occasion a prix fixe menu is available with seasonal ingredients and Mr. Nakagawa's new inspiration. Try a high level of unique Japanese cooking with surprising new flavors.



POTATO CROQUETTE WITH KING CRAB MEAT



Potato croquette with king crab meat, served, sautéed shiitake mushrooms inside. Mr. Nakagawa uses fairly-ground rice instead of formal crumbs for the outside coat, and presents with yellow chrysanthemum petals. \$10.00

The most popular dish among Japanese customers **BEST 3!**

- 1. **Salmon Roll** (\$15.95)
- 2. **Dragon Roll** (\$15.95)
- 3. **Godzilla Roll** (\$15.95)

The most popular dish among Japanese customers **BEST 3!**

- 1. **Potato croquette with king crab meat** (\$10.00)
- 2. **Chicken sakana maki** (\$10.00)
- 3. **Sautéed shrimp** (\$10.00)

JAPANESE / SUSHI

Nori

128 2nd Ave. Ste. 7th and St. Marks Pl., New York, NY 10003

Tel. 212-477-4822; www.norirest.com

Lunch: Tue-Fri, Noon-3pm; Sat & Sun: 1pm-4pm; Dinner: Tue-Sat: 5:30pm-11pm

If you want to enjoy both authentic Japanese culture and Japanese with a twist at the same time, **Nori** is the place. The restaurant, which opened its doors in the East Village in last November, beats you right. The dishes, created by executive chef Sato, definitely make you exclaim "wow!" Mr. Sato, who has had the full experience of *kappo* (Japanese culinary art) for over 30 years, loves to amuse customers with his playful style of cooking. Their specialties are sushi, featuring the freshest fish and specially-selected rice, and homemade *tofu*. If you don't have any idea what to eat, just ask Mr. Sato, he'll suggest the best food available on that day. In addition to traditional dishes, Nori also features seasonal menus. You can enjoy these seasonal flavors on today's special menu and *omakase* sushi menu (chef's recommendation). For example, *Duck Rillettes*, which is served during winter, is surprisingly amusing. When served, it looks like raw-style sushi. Nobody recognizes this as *omakase*. The presentation proves Mr. Sato's luxurious creativity. Thanks to Nori's courtesy, you can enjoy the best quality food at reasonable prices and a little surprise that brings a smile to your face.



DUCK RILLETTO



Duck Rillettes presented in a sushi plate. Woods and pure-white grained duck meat are well suited to mouthwatering taste.

The most popular dish among Japanese customers **BEST 3!**

- ① Prime rib stew in gasi seaweed beef wrap (12)
- ② Duck Rillettes (18)
- ③ Homemade Tofu (14)

JAPANESE / SUSHI

Sakurabana

338 Route 91, Central Spc., NY 10981

Tel. 846-113 3020

Lunch: Tue-Sat: 11:45am-2:30pm; Dinner: Tue-Sun: 5pm-10pm; Closed Mondays

Sakurabana is a few month old Japanese restaurant near the Palisade Mall in New York. It's popular among many locals. Among them some local Japanese customers attracted by the comfortable and cozy atmosphere, not to mention their superb sushi and *sashimi* dishes.



"We want to be the home-away-from-home for our customers," says Sakurabana's executive chef Yoshihiro Sato. This is the second location after the first restaurant in Ridgewood, New Jersey, became famous for their larger sushi and *sashimi* combination platters with superior freshness and larger portions. The large combination platters are also available at this new Sakurabana in Palisade, but in addition, they provide varieties of children's menus, which are rare at Japanese restaurants. Although the majority of their customers are local American people, Sakurabana has already established a high reputation among Japanese customers for its food quality of sushi made by fully experienced sushi chefs from Japan, who know what to pick for seasonal menus not to mention how to make the best traditional sushi.

SUSHI / SASHIMI COMBINATION



Sushi is a great appetite with the high-quality fresh sushi and sashimi combo. 124 (sash 112).

The most popular dish among Japanese customers **BEST 3!**

- ① Sushi Sashimi Combo (124)
- ② Eel Dragon Roll (14)
- ③ Spicy Makiyaki Udon (17)

JAPANESE CHEF'S HOME-STYLE COOKING — VOL. 1 —

LOTUS ROOT CAKE

In this corner, Japanese chefs from restaurants in the Tri-State area share their secret recipes of home-style Japanese dishes with you.

★ ★ ★

This month, Take Yoneguchi, owner/executive chef of **Taka Sushi** in Long Island, teaches seasonal appetizers, "Lotus Root Cake." The simple searing maximizes the flavor of lotus root, and the quick preparation allows you to enjoy its unique texture—crisp, sticky and chewy. Mr. Yoneguchi is a long-time sake enthusiast, and he loves creating original dishes, pairing them with different types of sake. Needless to say, the dish goes well with sake, but it is also perfect as a side dish with dinner.



Taka Sushi
821 Carman Ave.
Westbury, NY 11790
516-336-0005

RECIPE COURTESY
TAKA YONEGUCHI



CHOPSTICKS HIT LIST (Serving: 6 portions)

- 1 small piece (about 6 inches) of lotus root
- Salt to season
- 1 tablespoon of all purpose flour
- 1 tablespoon of oil
- 1 tablespoon of sake
- 1 tablespoon of soy sauce

(Relish)

- 2-3 sheets of yakitori (grilled liver)
- Wasabi, soy sauce to season
- Grated daikon radish
- Fried lotus root chips

STEP

1. Peel lotus root and soak in water
2. Slice it and place it in the work bowl of food processor. Pulse until it is coarsely chopped. (about 4)
3. Add salt and flour. Mix completely. (about 4)
4. Form into patties. You can also cut out it into shapes.
5. Cook it in a pan with oil over medium heat.
6. Flip it, when the lotus root patties' slightly browned, and cook the other side.
7. Add sake and soy sauce to season, and reduce heat to simmer.
8. Cut grilled liver into pieces.
9. Mix grilled liver, wasabi, and soy sauce. (about 4)
10. Serve the liver with the grated daikon and lotus chips on the side of the lotus root patties.



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Wafu
Sushi Bar



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Tuna Tartare
with Italian lettuce Caesar salad
Tuna Summer Roll
spicy sauce

Tehayo
stuffed chicken wings, teriyaki sauce
stuffed Brussels sprouts

Guacamole Shrimp Salad
soy sauce pickled cherry tomatoes

Crispy Fried Chicken Skin Salad
Tuna vinaigrette wasabi dressing

ENTRÉES

Sugita-Yaki Black Cod
Kaniyori Miso paste
Empire Sushi Roll
five kinds of sea food

Prime Rack of Lamb
Japanese fried potatoes, moromi sauce

100% Kobe Beef Burger
char-grilled, bacon and French fries

Chef's Omakase Sushi
5 nigiri pieces and 1 roll

DESSERTS

Buckwheat Tea Brulee
with chocolate ice cream
Chocolate Fondant
green tea ice cream

Almond Tofu Panna Cotta
seasonal fruits and lychee glaze sorbet

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718-528-4752		

A THEATRICAL DINING EXPERIENCE



KIDS WELCOME

FREE Kids Menu Everyday!
Two Free Kids Meal with Two Adult Dishes
Highly rated 4.5 stars on Yelp

VIP room & Cozy Bar are available!

OHANA

OHANA MEATS SEAFOOD & STEAK HOUSE
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TEL: 718-684-4700 www.ohana-nyc.com
www.ohana-nyc.com
100 City Hall Ave. 10044, NY 10044, NY 10044



SUSHI ARIYOSHI

610 Broadway 3rd Fl. 2nd Floor
Tel: 718-684-4700 **OPEN Today**

11:00am - 11:00pm
11:00am - 11:00pm
11:00am - 11:00pm

Sushi Testing \$1.50

Order the sushi testing set at dinner w/ this coupon, & get chopsticks g/it!

Aburiya Kinnosuke
213 E 45th St. (bet 2nd & 3rd Ave) 212-467-5434
Lunch / 11:30-12:30pm Dinner / 5:00-11:00pm (Closes 10:00pm)



SUSHI ARIYOSHI

610 Broadway 3rd Fl. 2nd Floor
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Sushi Testing \$1.50

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Aburiya Kinnosuke
213 E 45th St. (bet 2nd & 3rd Ave) 212-467-5434
Lunch / 11:30-12:30pm Dinner / 5:00-11:00pm (Closes 10:00pm)

Connecticut **Kaua**
6455 Hwy 107, Newell, CT 06455
203/551-1100

Connecticut **Sekura**
4100 West Main Avenue, CT 06102
203/253-8888

Connecticut **Tsuki Japanese**
1155 Wilbur St., Avon, CT 06001
860/231-8800

Connecticut **Wabi Japanese**
115 Wilbur St., Avon, CT 06001
860/231-8800

\$\$\$ \$26 - 40

Upper West **Hana**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper West **Peppercorn**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper West **South House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper West **Tsuzumi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Lower West **Tokyo Pop**
Japanese food and drink
1000 10th Ave., NYC
212/691-6888

Upper West **Yaku Susho**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Ako Susho**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Hana**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Hana Sake Bar**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Ichiro**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Ikumatsu**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Ichiro Susho**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Ka Susho**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Okaya**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Panama Miso**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Puka**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Shake-Shake It**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi Sake**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Tsuzumi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Tokyo Sake**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Wajima**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Washu-Lobby**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **YAKA Restaurant**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Agave House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Barbacco**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Hakata Grill**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Rara**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Minister Sushi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Nutcracker**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Onigiri**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Pacific Sake**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sake Bar Hana**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sake Nippon**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sashimi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

HAKATA TONTON
www.tontonsaga.com
212-242-0000 41 Queens Street, New York, NY 10014 (Just, Broadway & 39th Ave.)

Have you already gone?

Upper East **Sushi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Shake-Shake It**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Sushi Sake**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Tsuzumi**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Tokyo Sake**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Wajima**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Washu-Lobby**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **YAKA Restaurant**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Agave House**
400 Amsterdam Ave., 10th Fl., NYC
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Midtown West **Barbacco**
400 Amsterdam Ave., 10th Fl., NYC
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Midtown West **Hakata Grill**
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Midtown West **Nutcracker**
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Midtown West **Onigiri**
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Midtown West **Pacific Sake**
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Midtown West **Sake Bar Hana**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sake Nippon**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sashimi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

FOOD is Heart

初花 PARK
317 Park Avenue, 10th Fl., NYC
212-691-6888
Monday - Friday 11:00am - 10:00pm
Saturday 11:00am - 10:00pm
Sunday 11:00am - 10:00pm

Large and small parties sit up to 80 people. Can be closed for private parties

YAKITORI TORYS
248 E 52nd St, New York, NY 10022 | 212-613-1800
www.torysnyc.com

DINNER
M - F Sat 5:30pm - 11:30pm
Sun & Holiday 12:30pm - 11pm

Upper East **Sushi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Shake-Shake It**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Sushi House**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Sushi Sake**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Tsuzumi**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Tokyo Sake**
400 Amsterdam Ave., 10th Fl., NYC
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Upper East **Wajima**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **Washu-Lobby**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Upper East **YAKA Restaurant**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Agave House**
400 Amsterdam Ave., 10th Fl., NYC
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Midtown West **Barbacco**
400 Amsterdam Ave., 10th Fl., NYC
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Midtown West **Hakata Grill**
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Midtown West **Rara**
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Midtown West **Minister Sushi**
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Midtown West **Nutcracker**
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Midtown West **Sake Bar Hana**
400 Amsterdam Ave., 10th Fl., NYC
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Midtown West **Sake Nippon**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Midtown West **Sashimi**
400 Amsterdam Ave., 10th Fl., NYC
212/691-6888

Malayan Food	Oya-Kake
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bozu

296 Grand St.
Brooklyn NY 11211
718.384.7770
www.cebozu.com

Open: 12pm Mon thru Thurs, Sun
Open: 1pm Fri & Sat

The One and Only
Rice Ball Specialty
Restaurant
in the U.S.

CATERING IS AVAILABLE

Oms b

156 E. 45th St. 6th Fl. 6th Fl.
TEL: 212-622-8792
www.onigiri-restaurant.com

MONSTER SUSHI
JAPANESE RESTAURANT

ORUGA
38 West 13th Street
New York, NY 10011
212-676-1121

MIDTOWN
22 West 44th Street
New York, NY 10018
212-676-1121

VILLAGE
222 Hudson Street
New York, NY 10014
212-676-1121

NEW JERSEY
200 Springfield Avenue
New York, NY 10011
212-676-1121

IZAKAYA

SAKE BAR HAGI

Conveniently located in Midtown West, Sake Bar Hagi serves a wide variety of sake and shochu at bargain prices. Hagi's opening hours are a huge pleasure. If you just need a quality time with your friends on the happy hour.

OPEN: 7 DAYS A WEEK (11am-11pm)
252 W. 49th St. (bet. 4th & 5th Ave.) 212-764-8849

[illegible][illegible][illegible][illegible]

Midtown East	Karaoke Cube	
100 W 34th St. 3rd Fl. 3rd Floor	212-693-1000	212-693-1000
Green Town	Boyz Karaoke	
20 W 34th St. 3rd Fl. 3rd Floor	212-693-1000	212-693-1000
Green Town	Karaoke Quest	
100 W 34th St. 3rd Fl. 3rd Floor	212-693-1000	212-693-1000
Green Town	Triple Triple Karaoke	
100 W 34th St. 3rd Fl. 3rd Floor	212-693-1000	212-693-1000
Green Town	Two Music Studio	
100 W 34th St. 3rd Fl. 3rd Floor	212-693-1000	212-693-1000

Chinatown Karaoke One2



Karaoke One2 offers the most professional and sophisticated Karaoke experience in Chinatown. The restaurant features a state-of-the-art Karaoke system with the latest songs and a professional Karaoke host. The restaurant is located in Chinatown, New York City, and is open daily from 11:00 AM to 11:00 PM. The restaurant is a great place to enjoy a meal and sing your favorite songs.

East Village Karaoke One2

111 W 11th St. 3rd Floor 3rd Floor

212-693-1000

East Village	East Village Karaoke	
111 W 11th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
East Village	Planet Karaoke	
111 W 11th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000

East Village Sing Sing (Mr. A)



Sing Sing is a professional Karaoke restaurant located in East Village, New York City. The restaurant features a state-of-the-art Karaoke system with the latest songs and a professional Karaoke host. The restaurant is a great place to enjoy a meal and sing your favorite songs.

East Village Sing Sing (Mr. A)

111 W 11th St. 3rd Floor 3rd Floor

212-693-1000

East Village Sing Sing (Mr. A)



Sing Sing is a professional Karaoke restaurant located in East Village, New York City. The restaurant features a state-of-the-art Karaoke system with the latest songs and a professional Karaoke host. The restaurant is a great place to enjoy a meal and sing your favorite songs.

East Village Sing Sing (Mr. A)

111 W 11th St. 3rd Floor 3rd Floor

212-693-1000

Lower Midtown	Asia House Bar & Lounge	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Lower Midtown	Sing Karaoke Bar	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000

Lower Midtown	Sing Karaoke Bar	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Lower Midtown	Sing Karaoke Bar	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000

Other Asian Restaurant Guide



Other Asian Restaurant Guide

212-693-1000

\$25 and below

CHINESE

Green Town	Human Park	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Green Town	Boyz Karaoke	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Green Town	Karaoke Quest	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Green Town	Triple Triple Karaoke	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Green Town	Two Music Studio	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000

CHINESE

Green Town	Human Park	
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Green Town	Boyz Karaoke	
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Green Town	Triple Triple Karaoke	
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Green Town	Human Park	
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Green Town	Boyz Karaoke	
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CHINESE

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CHINESE

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CHINESE

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CHINESE

Green Town	Human Park	
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100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000
Green Town	Two Music Studio	
100 W 34th St. 3rd Floor 3rd Floor	212-693-1000	212-693-1000



Grocery & Sake Guide

See listings on page 102. Information provided by phone call or by e-mail.

GROCERY

Japanese	JRS Mart 1	Japanese
301 Westchester Ave. (at 15th St.) 718-424-4210		
Japanese	MGM S'more & More	Japanese
305 Westchester Ave. (at 15th St.) 718-296-4800		
Japanese	OTS Japanese Deli	Japanese
1611 Avenue C (at Lexington & 3rd Ave.) 718-241-4475		
Middle Eastern	Katagiri & Co. Inc.	Japanese
2291 86th St. (at 20th Ave.) 718-789-0891		
Japanese	Yagusa	Japanese
247 1st Ave. (at 5th St.) 718-241-5270		
Japanese	Hon Aki Broom	Korean
210 West 12th St. (at Avenue A) 212-693-0200		
Japanese	CHIC NARA	Japanese
40 Washington St. (at Market & 1st St.) 212-475-4761		
Japanese	JRS Mart 2	Japanese
301 West 12th St. (at 3rd Ave.) 212-693-0200		
Japanese	JRS Mart 3	Japanese
401 2nd Ave. (at 1st St.) 212-475-4761		
Japanese	MGM S'more & More	Japanese
305 1st Ave. (at 15th St.) 212-693-0200		
Japanese	Sandee Mart	Japanese
4 Queens St. (at 1st Ave. & 3rd St.) 718-296-4800		
Japanese	Sandee Mart, Sells	Japanese
40 Avenue C (at Lexington & 3rd Ave.) 718-241-4475		
Japanese	Tanjin Mart	Japanese
100 West 12th St. (at 3rd Ave.) 212-693-0200		
Japanese	Tanjin Mart	Japanese
401 2nd Ave. (at 1st St.) 212-475-4761		
Japanese	Freshy Market	Japanese
101 West 12th St. (at 3rd Ave.) 212-693-0200		
Japanese	Sakura-ya	Japanese
247 1st Ave. (at 5th St.) 718-241-5270		
Japanese	Asian Market	Chinese
101 West 12th St. (at 3rd Ave.) 212-693-0200		
Japanese	DAIGO	Japanese
101 West 12th St. (at 3rd Ave.) 212-693-0200		
Japanese	GS Saito	Japanese
101 West 12th St. (at 3rd Ave.) 212-693-0200		
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Protein for the Heart

Tofu is a well-known source of protein. Made by mixing soybeans, water, and a coagulant such as seawater (nigari), it is believed that a diet consisting of soy protein reduces cholesterol and the risk of heart disease. Every 4 ounces of firm tofu made with calcium sulfate and nigari contains over 9.3 ounces of protein. In tofu, 50 percent of the calories come from fat, which is just 0.2 ounces contained in a 4-ounce serving of it. Tofu is also low in calories and saturated fat, and it contains no cholesterol. Generally, the softer the tofu, the lower the fat content. Tofu is also low in sodium, making it suitable for people on sodium-restricted diets. Soft or silken tofu is not drained of water; therefore it contains the highest moisture content. It is sometimes eaten as a dessert but often topped with a salty sauce or pickles. The texture is similar to custard or yogurt. Firm tofu on the other hand is drained and pressed, and contains a greater amount of nutrients.

Adaptable Health

Tofu is a staple in Asian cooking and popular among vegetarians as a source of protein. In addition, tofu is abundant in minerals such as calcium, iron, and magne-

sium. Since tofu absorbs flavors well, it gives total freedom in cooking. You will find different kinds, from silken, soft, to firm tofu and each suitable to the kind of dish you want to prepare. Firm tofu is best for stir-fry dishes, miso soup, or the grill while soft tofu works well in dishes that call for blended tofu, puddings, and soups. You will find countless recipes in just about every cuisine that utilizes tofu. For vegetarians out there, any meat can be substituted with a block of tofu. But you already knew that!

Go Shopping! A Huge and Hearty Variety

You can find tofu in the produce or dairy section of most Asian supermarkets. Commonly sold in vacuum packs or aseptic brick packages, you'll find that tofu is kept in a refrigerated section in the back. Be sure to check the expiration date, as it is perishable. It's best to use tofu within a week of opening a package. You'll find a number of choices in brands. For non-GMO soybean tofu, look for organic tofu brands. Prices are generally the same, between \$1 and \$3 for 10-15 ounces. You may find other special tofus, including Sesame Tofu and Egg Tofu there. Because of differences in ingredients, those flavored tofu may not have the same effect on your health as regular tofu.



Cooking Advisor

Ryoko Yamada



A culinary arts teacher in Tokyo, Ryoko Yamada brings a special touch to her cookbook recipes. He was previously a wealth of cooking knowledge for various highly sought after. An advisor to health education and food service providers, Ms. Yamada also develops research for some of Tokyo's leading restaurants. tofucooking@thefoodmagazine.com

Tofu with Tomato

285

INGREDIENTS

- Tofu 2 ea
- Tomato 2 p.
- Chopped scallions 8 Tbs.
- Sesame oil 8 Tbsp.
- Salt and pepper 8 pinch each

INSTRUCTIONS

1. Drain the tofu and cut into inch cubes.
2. Cut the tomato into inch cubes and remove the seeds.
3. Mix the tofu and tomatoes and put on a serving dish.
4. Pour over the mixture of salt and pepper and scallions.



YUDOFU - Tofu Hot Pot

285

INGREDIENTS

- 1 block of silken tofu
- 1 bunch of scallion
- Dash soup stock
- Water 4 cups
- Dash powder 1 1/2 Tbs.
- Tofu 1 Tbs.
- Soy sauce 1 Tbs.
- Salt 1 Tbs.
- Panko (for dipping)
- Soy sauce 4 Tbs.
- Miso 4 Tbs.
- Gyoza paste 2 Tbs.

INSTRUCTIONS

1. Cut tofu into 1.5 inch cubes.
2. Cut scallion 1.5 inch long.
3. Put dash soup in a pot, and bring it to a boil. Add salt, soy sauce, and oil.
4. Put scallion in the pot, let it simmer for 5 minutes, and then add tofu.
5. Serve the heated tofu and scallion in individual bowls with soup.

*You can buy Panko, to make it easily at home, using any kind of cereal just like instant ramen. You'll find Panko Japanese crumb is used in making traditional Panko.



The Evolution of an Authentic Japanese Ingredient: Miso

The smell of fresh, steamed rice and miso soup is what makes Japanese people homesick. It's the smell of life, family, and a source of power; it's somewhat similar to the smell of coffee for Americans. Miso, fermented soybean paste, has been produced for centuries and is a healthy everyday-ingredient for Japanese.

Although it is rare to find authentic miso produced outside of Japan, a natural foods company in North Carolina, **Great Eastern Sun**, has produced traditional-style organic miso and brought it to the U.S. market for over 30 years. Their passion and effort to maintain authenticity led them to send two Americans to master miso-making in Japan. After nine months of intensive training, they brought their miso-making skills back to the U.S. and built their own miso factory.

Employing the traditional style of miso-making requires a lot of time and care. Miso is made by combining the cultured grain or soybean with cooked soybeans, salt and water and allowing the mixture to ferment in wooden casks at natural temperatures. Enzymes supplied by the *koji*, along with microorganisms from the environment, break down the complex structure of beans and grains into readily digestible amino acids, fatty acids and simple sugars. The result is a tasty seasoning with an abundance of health benefits.

Traditional Red (*Shu*) Miso, with a powerful and rich flavor, and Mellow White (*Shiro*) Miso, with an elegant and light flavor, are the top-selling products among seven kinds of miso produced by Great Eastern Sun. They suggest new ways of using their organic, handcrafted miso, were

inconceivable by Japanese. They use miso for pans, spreads and even salad dressing. The traditional Japanese ingredients of miso has evolved in the U.S. to become a more versatile healthy food item. Try using miso and make your dining experience more colorful, healthy and tasty!



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use in soups, stews, sauces, dips

Caribbean Fish Chowder
from "The Miso Book" by John & Jan DeLama

1 Tbsp Olive Oil	1/2 lb grouper, snapper, or orange roughy, cut into 1" squares
4 cloves minced garlic	2 Tbsp Miso Master® Organic Mellow White Miso
1 medium onion, sliced	1 1/2 tsp Madras curry salt & pepper to taste
1/2 tsp sea salt	
3 medium carrots, chopped	
2 1/2 cups water	
14 oz can coconut milk	

Heat olive oil in 4 qt pot. Sauté garlic, onion & salt until soft. Toss in carrots & saute 2 minutes more. Stir water & coconut milk into pot, bring to a boil. Reduce heat to medium, cover, simmer about 8 minutes. Add fish & cook 5-10 minutes. Dissolve miso in some of the broth, stir in curry & pepper, simmer 2 minutes. Garnish with 2 Tbsp chopped chives & lemon slice. **SERVES 4**

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Morinaga Tofu Puree exhibits its power in French-Mediterranean cuisine

Morinaga Tofu Puree serves as an inspiration for French-born chef Bernard Ros, a master of French-Mediterranean cuisine. He tastefully blends the tofu puree into his eclectic cuisine to create a unique three-course menu.

A creative combination of Japanese and French cooking

Chef Bernard Ros has been both the front man and the backer of his restaurant **Mali Moli**, a cozy French bistro in Midtown, New York, for several decades. With abundant experience as a chef/restaurantier, his food is best described as "innovative cuisine." His tireless search for new ingredients led him to Morinaga Tofu Puree. "I instantly thought of millions of dishes. It's a great product with big potential," he says of his first impressions. After playing with the ingredient for a while he created a three-course menu.

The first course is **Tofu Corn Ginger Soup**. At first taste, this seasonal winter soup seems like nothing but corn porridge, but the smell of fresh ginger awakens your appetite as well as bringing out its Japanese flavor as it warms you up. Nobody can identify the tofu taste, but the Tofu Puree blends French and Japanese flavors smoothly.

The plate turns into an impressionist canvas

"It's good for reducing as well as thickening sauces without robbing them of any flavor," says Mr. Ros. He employs Morinaga Tofu Puree in creating different sauces for his entrees. The pastel orange colored sauce is made of Tofu Puree and saffron, a typical Mediterranean spice. The key components of his green sauce are Tofu Puree and wasabi, a mustard-like Japanese seasoning. Tofu Puree contributes the color and makes it perfect for creating a painting like a *Riviera* or *Moulin* on the plate. Mr. Ros' choice for his main protein is a white fish like swordfish and Chilean sea bass. "That is

what we will serve in tonight's special," he says, presenting a beautiful entrée of steamed Chilean sea bass tied up with ribbons of edible saffron paper and decorated with a saffron and wasabi tofu sauce. The elegance of French Impressionism and Japanese-Mediterranean fusion combine meticulously in this dish.

Healthy substitute for irresistible sweets

Nobody can resist the temptation of French sweets, but their rich, luscious flavor always brings up the health issue. That's when Tofu Puree power comes into play. "It's a healthy substitute for butter and heavy cream," says Mr. Ros. This time, he uses Tofu Puree for his signature dessert, *Chocolate Temptation*. Choco-

late powder and Tofu puree give a creamy, mousse-like texture to the center of this sweet treat. "This Tofu Puree is a huge saver because it's easy to use. Just mix it, and it stays consistent. Using it can reduce our cooking time by about three hours a day. That's huge."

Morinaga Tofu Puree is an innovative product with a long shelf life. It is made from organic soybeans grown in the US. Like Mori-Ai Tofu, it contains no preservatives and comes in an airtight package which allows you to keep it at room temperature.



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① Spiced with fresh ginger juice, creamy corn soup becomes a fusion of French-Japanese cuisine. ② In this exquisite entrée, Tofu Puree plays an important role on both the palate and the plate. ③ Coated with white chocolate and decorated with dark chocolate sauce, *Chocolate Temptation* hides its real bliss deep inside, ganache and Tofu Puree-mousse.

Swordfish Born in France, his passion to explore international cuisines motivated him to travel all over the world. After experiencing many different cooking styles he settled in New York as the chef-owner of Mali Moli.

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CONVERSATION WITH SAKE SOMMELIER

THE SELF MADE - SAKE AMBASSADOR

He is one of the first Americans to receive the title of sake sommelier. He's often invited to judge sake competitions. He's Chris Johnson, the owner of Ikuo Noodles and Sake (11) and here he reveals his philosophy on bringing sake to the United States.

When did you first encounter sake?

I first encountered sake in, let's say 1991 when I was accepted to the JET program (Japan Exchange Teaching). In JET, I lived in the countryside, Otsu-ken, (Koyamachi), and I was introduced to sake because we drank a lot of *shikun* (hot) or *manjun* (takeaway) sake, but we didn't drink a lot of *reishu* (cold). It was rarely to have cold sake. So my return to the US was the first time I was exposed to cold sake.

You won the title of sake sommelier in the sake tasting competition organized by SSI (Sake Sommelier Institute) although you didn't have a formal sake education. How did you gain that knowledge and tasting ability?

I'm self-educated. I guess that's the best way to explain it. At the end of the day there was no true sake education system. When I did the competition in Japan they awarded me the title of sake sommelier and now I'm an ambassador for sake, which is good because that's the main thing I want to get sake out to the public beyond Japanese restaurants, beyond Asian restaurants, and share it with as many people as possible. Sake is such an amazing product. It's so diverse. You can drink it warm, hot, cold, ice cold, on the rocks, in cocktails. There are so many different ways, so many different expressions. You can pair sake with so many different cuisines.

Tell me about sake and food pairings.

There's a myth that I'm always trying to create people away from sake and sushi — it's not necessarily true. Sake is made from rice. Sushi has vinegar in the rice and sugar added to the rice. So you're complicating the flavor and battling the *umami* flavor that's in the sushi, which is beautiful and delicate, but sometimes it works well with sake and sometimes it doesn't, it all depends on what sake you're

using. The same sake won't taste the same with different fish. Speaking of temperature, I can serve cold sake out of the refrigerator or the collar for your first course. And I say you leave it on the table to warm it up for your next course. And then, if your third course is perhaps meat or duck, I warm it up a little bit to serve with your duck. Now you had just one sake from a sommelier to a warm intro, and it's all the same sake. I just treat it differently. Wine can't do that. Champagne can't do that, beer can't do that, the only thing we can do that with is sake.

How do you introduce sake to first timers?

It's convenient to have little bit of wine knowledge. When I have a customer coming in who says, "I don't know much about sake," I ask, what kind of wine they drink. If they say that they drink Cabernet Franc or Cabernet Sauvignon, these are big, fuller reds, and therefore it might be easier to bring them *junmai* or *yamahai* style sake because they like a full, rich flavor.

You serve Vietnamese food here. How do you pair that with sake?

Vietnamese dishes tend to have spice. So your *glop* sakes, Dewasakura, Ouka, go very well with our food because it has a little bit of sweetness and a little bit of floral taste to accent the spice. Then, in the sense of having a more rustic sake, a more earthy sake, we have Nebuta Hozonjo that you can use to balance Hain Senso. When you have the rich, earthy flavors of Hain Senso you need a more acidic sake that has *junmai* character. The acidity in the sake cleanses the palate but follows up with an earthy, mineral flavor, which is similar to the taste of Hain Senso. You're bringing your food and beverage together.

Do a lot of customers order sake here?

I'd say we do about 35 % sake sales on our beverage sales, which is a fairly high percentage. We also sell infused sakes, which I create here myself. The idea of infused sake is that's easier for newcomers who can say, "Oh I like that one. Let me taste another sake that has citrus in it." So it's a nice introduction, and that



makes it easier for some people.

What kind of flavors do you have?

Sake can be infused with so many things. It started out with hot sake. I make persimmon in hot sake, and I make apple sake with cinnamon that's served hot. In the summer I make leek and strawberry *yo de kumquat*, orange. And I've served them to a lot of different sake brewers from Japan when they come to the restaurant and they're very interested in it. They really like it.

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So, we can say, "Try and enjoy the deepest taste of Hiei-hachi-ra. Good wine is your life time!"

—Masamune Miyake

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"It's said with a punch at first, yet it has a refreshing and crisp aftertaste. That says it all," explains Takahiro Okada about the appeal of Chitose Genshi. Fascinated by the charms of sake, Mr. Okada has long been serving as a conductor, leading guests into a world of sake at **En Japanese Brasserie** in the West Village. Categorized as "mild and bold" at En, one's first impression of Chitose Genshi is quite a strong and dry flavor, but its distinct clear taste is not something you sense from other types of pale sake.

"Genshi is exactly as its name means – 'strong.' And what makes this sake stand out lies in its history," says Mr. Okada. In fact, this name is derived from the ancient rice "Genshi," which was made only from 1921 to 1945 in Tottori prefecture, one of the hotbeds of the sake brewing industry in Japan. Back then, it was the most highly recommended rice for sake brewing. "Now, Chitose Genshi brewery has asked an experimental farm to re-verse this ancient rice for the sole purpose of recreating this pure sake. The main characteristic of this ancient rice is the size of each grain, which is bigger than other types. In addition, the quality of the sake from such fine rice is pure, bold and fragrant. If you examine this sake closer and more carefully, you will see that the color of this sake is not quite as crystal clear as water or other sake, but it's slightly yellowish. Chitose Genshi is especially popular among American guests who adore dry white wine and want to try something on the next level."

When pairing food with Genshi, Mr. Okada recommends **En Original Taihow Chicken Sausage (\$8)** from the menu. "The sauce is made from well-flavored dashi (fish) stock and blends particularly well with Genshi," he continues. "This is the definite difference between wine and sake. Wine is often judged by how it cleans and cleans your mouth after food. On the other hand, sake ensures maximum savoring of the food and allows the flavors to remain in your mouth. That's the charm and the way to enjoy sake. On that point, I would say deep-fried dishes and dishes with rich flavors go well with sake." Another item he recommends is **Sea Bream Karaage (\$12)**. The marinated and deep-fried sea bream leaves a little spicy flavor and rich savory taste in your mouth.

For those who want to explore other kinds of dry sake at a little more reasonable price, you might want to try **Ono no Shikaharu** or **Rika Sumeri**. Ono no Shikaharu is an affordably-priced Honjozo, with a super-dry taste and a

slightly pleasant bitterness. **Chitose Genshi Rika Sumeri** is categorized as **Junmai Daiginjo**, with a taste that is not too heavy and very refreshing. Unfortunately, neither is currently available at En, but they are easy to drink and have good balance with wide variety of food.

En currently offers happy hour specials every day until 7:30pm. For \$18, you can experience a tour of sake selection with a choice of three from six hand-to-hand brands in New York City. Of course, Genshi is one of the choices.



1. In addition to a spacious dining room, there are also private Japanese rooms available. 2. En Original Taihow Chicken Sausage (\$8). The combination of a savory sauce and a soft poached egg is superb. This dish is also served as a happy hour special. 3. Takahiro Okada, Beverage Manager of En, says there is a strong synergy between sake and Japanese dishes.

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WORDS FROM THE HEART FOR DASSAI 23

As one of the highest quality sakes in Japan, Dassai 23 has earned legions of fans since its introduction to the US. Here is what they have to say.

UNPREDICTABLE SAKE

Two sake specialists from MEGU, the most luxurious, upscale Japanese restaurant in New York City, describe their professional views about this premium sake

How do you describe the taste of Dassai 23?

Kawamura: When Mr. Hiroaki Sakurai, the brewer of Dassai 23, came to MEGU and gave a lecture about the Dassai brand I asked him how he would describe Dassai 23 in a single word and he said, "Sexy." That blew me away and it stuck in my mind.

Kimura: Generally it has a well balanced, smooth taste with a fruity aroma like citrus or orange peel, but it is also sort of unpredictable. When I do a sake tasting I smell the aroma first and then guess what the flavor will be. Usually the aroma is a sign of flavor. Fragrant sake is sweet, and less aromatic sake tends to be clean. But with Dassai 23, it's not necessarily true. It's quite aromatic with a strong play of fragrances, however once you taste the sake it refreshes your mouth. It has a strong acidic component as well.

Do your American customers like it?

Kawamura: Nobody dislikes this sake. I also

noticed that Dassai's brand awareness is getting higher and higher. Just yesterday I had a customer who said, "Oh, I was already given this sake the other day."

Kimura: Here at MEGU our American customers order sake more often than our Japanese customers although they're not particularly knowledgeable about sake. So, I ask for their wine preferences to find the right sake for them. The analogy of sake and wine works well. In this case, I think Dassai 23 has a medium body that's elegant, balanced, and subtle. So I recommend it to the customers who love white Burgundy, which is a very well balanced wine. We have regular sake and daigyo glasses, but I use Burgundy wine glasses for serving Dassai 23. Also, in order to let them understand Dassai 23's true character sometimes I even decant it before serving because it calls more attention to its flavor when it's served at room temperature.

What kind of food do you pair it with?

Kawamura: Each person has his or her own taste buds, and I think there's no right or wrong for that. If I were asked to choose a dish from our menu I would pick *Oriental Salad*. This is a dish mixing vegetable salad with wild red snapper using sesame oil as the dressing. The salad itself tastes simple, but the sesame oil adds a rich flavor to it, so, I think it's ideal with Dassai 23. But again, there is no correct answer. It can be paired with many different dishes. In my personal opinion, it's fun to break the rules, which New Yorkers love to do.

Kimura: The flavor gets fuller as time passes. Then it goes well with *crêpe like Cid Saikyo Yaki*, and *Seared Scallop* with *Fair Grou Teriyaki Sauce* or our current seasonal



Yoshitaka Kimura
Sake Cellar Master of MEGU Midtown

menu dish, *Grilled Chinese Sea Bream*.

So, it means Dassai 23 goes well with white meat.

Kimura: Well, if you like red meat, I would say to try it with *beef carpaccio*, *Italian porchetta* or maybe even with a hard cheese. We served Dassai 23 for our *Osechi Kazeri* (Japanese traditional New Year dish) during the New Year's Holiday, and it was very well received.

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Shigeru Kawamura
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LIFESTYLE

FOCUS: HEALTH

MICROBIOTICS BY SHIZUKO YAMAMOTO

ASK THE BEAUTY GURU

NAKAJIMA and NOBU KONNO AT YUI SALON

JAPANESE LESSON

"-WA ARIMASUKA?"

LISTINGS

BEAUTY / HEALTH / SHOP / SCHOOL



FOCUS • HEALTH

MACROBIOTICS WAY OF LIFE DOES WORK FOR YOUR GOLDEN AGE

One of the reasons that Japanese foods became so popular attributes to its healthfulness. Historically speaking, the only facetions of Japanese cuisine back in the 80's in the US were those progressive people who opposed to the mass-produced unhealthy meals. Macrobiotics, originated in Japan by George Ohsawa, is a dietary philosophy which re-evaluates traditional composition of the daily meal. Meet Shobko Yemamoto, 84, a founding member of American chapter of Macrobiotics.

At the sunny apartment in the Upper West Side, Shobko, a small woman with beautiful upright posture boasts, "Since I came to this country 42 years ago, I have never been hospitalized." As a veteran Macrobiotic's Shobko Master, she suggests that the best food is brown rice. "It was the staple food of the peasants in traditional Japan. Only Samurai class consumed white rice which has nonnutritious value at all." Since 1984, Shobko consulted for Macrobiotic life style with thousands of Americans, including celebrities like Glenn Swenson, John Lennon, Yoko Ono, John Cope, Mince Carnegione, just to name a few.

Macrobiotics is not a dieting method. It only gives you some ideas for healthy eating. It neither compels you facing nor forbids any particular food item. "In the end it's all up to you. If YOU want to be healthy, you should not take them," says Shobko. General guideline of the diet are, Whole Cereal Grain such as brown rice (50-60%), Root Vegetables like Carrot, Gobo, Sato-miso (20-30%), Beans such as Tofu and Soy Vegetables like Nona and Hiyoko (5-10%) and Miso soup (5-10%). Stay away from meat, dairy products but small amount of fish is fine. The key is to pick up organic ingredients with good quality by local producers. Shobko says "The motto is 'Shin-Do-Fu-Y' Our body and the earth which nurtures our foods should not be separated."

Surprisingly, young Shobko in Japan was an avid

meat eater. Her mother encouraged her to eat meat for growing up. She was even awarded as the Best Green Child in her grade school. However at age of 21, she was diagnosed as leukemia. That totally changed her prospect towards the food and evoked the interest in Macrobiotics. She studied hard under George Ohsawa and practiced the simple diet, then overcame the cancer. In her case, Macrobiotics worked but she cautions us not to think Macrobiotics can cure life-threatening diseases like magic. It is not a medicine but a way of life.

While interviewing, Shobko demonstrates a dish from her easy desert recipe. Get couple of pears in season. Scrape the skin and cook them for 20 minutes in water, red wine and maple syrup (Do not use sugar!) then cool them in the refrigerator before serving. Voilà! "Do you still taste fresh flavor of pears, don't you? Minimum seasoning calls the unique flavor of ingredients." Shobko smiles, "And it's so easy." As long as you are determined to change your life, the practice of Macrobiotics itself is easy and fun. So, why not starting today? If you give it up after one week, that is totally fine. But look at her. In the age of 84, Macrobiotic Shobko Yemamoto is extremely healthy and happy.

—Reported by Hiroko Makimura



Shobko directly takes in *Kyushu Yoku Koku* to her diet as supplement. It is available at *Shobko's Books* (2141 Broadway, 212-734-1532) in New York City.

"We Sento Yemamoto is contacted at 212-479-6773.



1. Shobko prepares Macrobiotic meals everyday at her kitchen. Simple cooking is always the best for your health. 2. Compared to Paris is in Macrobiotics, Shobko's constant tasteful brings out the most vegetable taste than the seasonal ingredients.

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ASK THE BEAUTY GURU —VOL. 1—

TOP-RATED HAIR STYLIST & HAIR AESTHETICIAN
EVOKE YOUR NATURAL BEAUTY —YUI SALON

*Beauty specialists' advice and their opinion are always inspiring. This month, **Chopsticks New York** visits **NAKAJIMA** and **Nobu Kono** of **Yui Salon** and asks about hair trends and beauty tips.*

Q: What do you see as the latest trends?

NAKAJIMA: The key concept is "uplifted messy." It's not a sloppy-messy, but a carefully crafted one. The messy hairstyle is often connected to the image of grunge and considered to be for younger people, but the recent styles go very well with people in their 30s, 40s, and even 50s. The styles are elegant while keeping a casual look and younger spirit. Also, creating a natural look requires a meticulous technique. This can be said about hair coloring as well. For example, if a customer wants to dye her hair blond, I use a brighter color for outside, and a darker one for inside to make it look more natural and create the effect of her hair reflecting the sun light.

Kono: Speaking of "natural," healthy and shiny hair is highly appreciated nowadays. As people age, their hair loses its healthiness, but even they can keep healthy hair if they take appropriate care. What we do as experts here is to give them advice according to each person's hair condition

to professional options. They ask for advice enthusiastically while keeping their individual tastes.

Q: What is your salon's signature treatment?

Kono: Mr. Nakajima takes charge of hairstyling and I do aesthetic hair treatment. What I recommend here is anti-aging treatment such as "head spa" and "water spa." The head spa can clean the scalp completely, even eliminate stuff which cannot be removed by home care. Then, we massage the scalp with our unique technique combining "shiatsu" and "lymphatic drainage massage." This improves blood circulation effectively, and it ultimately promotes healthy hair growth. Surprisingly, this treatment has a facial rejuvenating effect as well. Since the scalp and facial muscles are connected, I often see our customers' faces toned after this treatment. On the other hand, "Water spa" is a treatment using special water called H Water, whose absorption power is tremendous. The water is essential to keeping hair in good condition, as is true for skin.

NAKAJIMA: As for styling, our blow-dry technique is what we boast of. Many of our customers, who are mainly from the West Village neighborhood, come to us just to get blow-dry. They tend to like an elegant style, but in fact, not all of them have good enough hair quality for creating a smooth, sleek and naturally volumized style. We help them with some treat

**Q: Would you give some advice for home hair care to the readers?**

Kono: I recommend using the right shampoo for each person's hair quality. This is more important than using conditioner everyday. Also, here in New York, it is scorching in the summer and dried out in the winter. So, I suggest changing hair products as the environment shifts. If you have beautiful hair, you look 5-10 years younger than you really are.

Q: Your customers are mostly Americans, and you have a lot of experience in Japan. Do you observe any difference between American customers and Japanese?

NAKAJIMA: Americans are more open minded

Situated in a quiet neighborhood in the West Village, Yui Salon opened its door in August 2007. It specializes in both hair styling and hair aesthetic spa. Our skilled Japanese employees, including a hair straightening specialist and a head spa therapist, welcome you. The owner, renowned hair stylist, trains the salon's staff every week to achieve the highest quality of treatment and service.

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Japanese Lesson #4

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～はありますか。

~wa arimasu ka. (Do you have-? Is there-?)

There are two ways to shop: either you already know what you want, or you have to ask at the counter whether or not they have something that fits your needs. If your shopping adventure falls into the latter category, here you can use the phrase, “**-wa arimasu ka**” (“*Arimasu*” means “to have” or “to exist.” As you learned in the previous lesson, “*wa*” is a particle, introducing the subject, and “*ka*” is another particle, making a sentence a question).

Let's try the phrase in some practical situations.

3. It's a superb restaurant.

Und was bringen Sie. (Do you have tea, Urchin?)

2. In a hydrophone

"Sleep, Dank" you ask me? (Do you have

^a“Silent Drink”™ 74

3. Is a Japanese company strong

Shitake wa arimasu ka. (Do you have shitake mushrooms?)

This is a positive question, so the answer should be:

Mal. universitat. (Yves, veu dir)

He: *primam* (No, we don't.)

Read the following conversations from a restaurant and

reaction.

Customer: *Somerset, Dorset and 1 Asda store*

ask him/her (Do you have red hair or cream?)

Madness, he argues, isn't the only

Customer: Les marchés les mieux achetés

Int. J. Adv. Sci. Tech. (2015) 1(1), 1-10

Madness. Hay, anyone? (Yes, we do.)

Customer: *It's a double hit. How much is it?*

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Customer Service Includes: (Can I have it?)

Winepress: He, Angelou concerns. Sam. Thank you.

The most important part of using this phrase is knowing the Japanese word for what you want. Be careful not to use the words, "kore," "sore," and "are." As you learned, these are the demonstrative, and can only be used if you're already pointing to the subject.



Hagmann et al. • Tactile Acuity

Tricks & Trivia

What is Shochu made from?

kuji-shochu (Bakery shochu) and Rice shochu are popular shochu in Japan. It has a full and mild taste and clear color. Therefore it is good for mixed drinks as a base spirit like vodka. The mixed drinks are called "Guhis" and seen at *Iskaya* in Japan. They are often mixed with acids, and fruit-squeezed fruits. Even if you don't have a stock of fresh fruit you can enjoy Shochu with regular fruit juice. Goats and enjoy your next Guhis at home.



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FESTIVAL / EVENTS / HAPPENINGS



YOKOSO! JAPAN WEEKS 2008

Tourism in Japan never slows down. With seasonal beauty, even winter is the time to discover Japan. As the Japanese government's installment of a tourism campaign for international travelers, Yokoso! Japan Weeks offer several cultural events, time-limited discounts and more from January 26 through February 29. The campaign sees the mid-winter as the best tourism promotional time when major landmarks allow tourists more space and time to enjoy tourism sites as well as better accessibility to accommodation, transportation and public facilities. The campaign accommodates more than 150 local organizations, hotels, transit systems and private businesses to be involved, offering time-limited discounts and seasonal events that coincide with the campaign weeks. The events

are open for locals and foreign tourists, which are great opportunities for tourist of first-hand local experiences.

Take this opportunity to extend your destinations beyond Tokyo. If you look into are as within a few hour train ride from major cities, the destination options expand to several. Nikko-Kingawa is only two hours away by train from central Tokyo, and is the destination for a beautiful valley with a waterfall and over 1,000 years old shrines and temples that are register as UNESCO World Heritage Sites. This is one of the areas with special offers during the Yokoso! Japan Weeks. From January 25 to February 17, the hotels participating in the campaign serve traditional New Year's cuisine such



as New Year's *zōni*, *zōni* (traditional New Year's soup with mochi, rice cake) and *satsuma* (red bean dessert soup). Another New Year's tradition is *onibishoku* (rice cake making), which is demonstrated and available to join in during the campaign. Nikko-Kingawa is also one of the most famous hot spring areas in the country, and they will set up Yokoso! Japan Drink made the Kingawa Onsen station from February 7 to 11 and distribute free offers and more for Nikko-Kingawa areas.

Yokoso! Japan Weeks also covers the most popular destinations, Kyoto. The City of Kyoto is organizing Kyoto Winter Special 2008 from December 1, 2007, and this special campaign continues through Yokoso! Japan Weeks. Not only special offers, there are also several special exhibitions that are usually closed for public viewing such as the iconic five-story pagoda of Toji Temple from 968 years ago at 800 yen admission fee.

This ancient capital is famous for beautiful cherry blossoms in spring and fall foliage, but winter also presents Kyoto with traditional beauty as well. Gion area was the entertainment center when Kyoto was the capital, and there are still a lot of traditional buildings and cultural events remained. Cruise around this ancient cultural center of Japan in the English speaking guided tour. Contact Kyoto City Tourist Association at 075-752-6227 for arrangement. Along with events and exhibit information, several hotels in Kyoto are also offering special discounts and free nights. Visit www.kyotoinfo.net/Special for more information.





For those who truly look for seasonal events, the famous Supporo Snow Festival is taken place during the campaign. From February 5th to 11th, the City of Supporo is decorated with hundreds of large snow sculptures of world famous sites, architecture, characters and more. The sculptures will be illuminated in the evening. This international festival has almost 60 years of history and is the largest event of Hokkaido, Japan's northern island. For more information, go to www.snowfes.com/english/index.html.



There are several offers and events during the campaign. Go to http://www.gyo2008.jp/english/about_gyo.html for the lists of the events, offers, destinations and services.

— Naoki Akashi, Marketing Specialist at the New York Office of JNTO



Japan National Tourism Organization
New York Office

One Rockefeller Plaza, Suite 1250, New York, NY 10020
TEL: 212-757-5642 www.jpnatoinfo.com

FREE BILINGUAL GUIDED TOUR

One of the most attractive offers is the bilingual guide service in Tokyo, Kyoto and other locations, which are provided free of charge only during "Tokaido Japan Week." These interperson* organizations are offering free tours with certified bilingual tour guides.

NEW DISCOVERY OF AKBABARA TOUR

Akiba is the electronics district in downtown Tokyo and is very popular particularly among foreign visitors for the latest electronics for duty free prices. Akiba is also the epicenter of the Japanese anime culture. Bilingual volunteer guides walk you through Akiba for duty free shopping and pop culture scene.

www.akiba-tour.com
(Akiba Area Tourism Promotion Association)

AMARAJIRU WALKING TOUR

This tour shows you the fashion district of Tokyo inside out. The Marjiru (literally the backstreets of Harajuku) always produces new styles and hip culture for younger generations, and their styles inspire global fashion industries in recent years. Spot the latest styles and trends while strolling with the local bilingual volunteers.

www.harajuku-japanese.jp
(Harajuku Japanese Merchant Association)



IMPERIAL PALACE EAST FREE GUIDED TOUR

Find the old-to-Garden and the Imperial Palace Plaza which are well preserved from 200 years ago. It is an urban oasis in the midst of Tokyo's largest business district with modern skyscrapers.
<http://jngo.5.net/tok2/cont/english>
(Tokyo City Guide Club)

AMEMI-JINGU SHRINE STROLL TOUR

Meiji-jingu is always a serene space since it was built

for the memorial shrine for the Meiji Emperor, who died in 1912. The bilingual tour guides walk you through the wooded park and the entire shrine property. Because of its location right next to Harajuku Tokyo's shopping district, Meiji-jingu's quiet property is an urban oasis for many Tokyoites as well as an historic site with traditional Shinto atmosphere.
<http://jngo.5.net/tok2/cont/english>
(Tokyo City Guide Club)

FREE BILINGUAL GUIDE SERVICE

JAPANESE GUIDES ASSOCIATION

Japanese Guides Association, a non-profit organization of certified bilingual tour guides, provides free service to foreign tourists at major tourist sites during the campaign. Among several tourist sites in all over the country, they provide exclusive free service on January 27 from 10am to 3pm at the following locations: Meiji-jingu Shrine in Tokyo, Nijojo Castle in Kyoto, Kinkakuji Temple (the Golden Pavilion) in Kyoto and the Hiroshima Peace Memorial Museum in Hiroshima.
www.jga.or.jp

JAPANESE FEDERATION OF CERTIFIED GUIDES

The organization consists of over 650 language professionals with interpreter guide licenses. Exclusively during the campaign, the Federation offers free translation service at the following locations: Meiji-jingu Shrine and Sensoji Temple in Tokyo, 10am to 5:30pm January 26; Nijo Castle in Kyoto from 10am to 12pm, 1:30pm to 5:30pm on January 20 and 24.
www.jfg.jp

JAPANESE INTERPRETING & COMMUNICATION SKILL STUDIES ASSOCIATION

After your arrival to Japan, Yokosai Japan Desk will be your tour's assistant. If you have language problems, call the Tourist Information Center at Japan National Tourist Organization (JNTO) at 0575-805526 (toll within Japan). There is a toll-free charge when calling from a pay phone. This is a toll-free service that is available from 9am to 5pm daily during the campaign, and English speaking operators will assist you. In addition, Yokosai Japan Desk is available for assistance in English at over 600 locations nationwide. Refer to the campaign website to find the locations.
www.jnato2008.jp/eng

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Tricks & Trivia

*Bad Manners
Chopsticks (Never do that!)*

Honne haishi

Licking the tips of the chopsticks

Susabi haishi

Spawning food with the tips of the chopsticks

Yone haishi

Pulling dishes towards you using the chopsticks

Haishi umashi

Taking food with your chopsticks from someone's chopsticks

Tsukitate haishi

Sliding chopsticks into the bowl of a soup bowl

CHOPSTICKS



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Pyokan (Japanese Style Inn), Photo session with Gensho model

TAKAYAMA FESTIVAL 8DAYS \$2,993

Departure 4/11 OSAKA-KYOTO-NARA-TAKAYAMA-
MT. FUJI-HAKONE-TOKYO

•Specialty: Gensho Spring Festival at old Town Shinkawaga
Pyokan (Japanese Style Inn)

KYUSHU-SANYO 8DAYS \$2,993

Departure 3/22, 6/22 OSAKA-KYOTO-KIYOTO-KIYOTO-
NAGASAKI-FUKUOKA-YAMAGUCHI-KYUSHIMA-SUKIYAMA

•Specialty: Aso Mt. Park, Asoyoshi Cave, Kinko Bridge,
Miyama Kankou Denrai, Pyokan (Japanese Style Inn)

JAPAN ALPINE HIGHWAY 8DAYS \$2,993

Departure 5/15 OSAKA-KYOTO-NARA-TAKAYAMA-
KANAZAWA-MT. FUJI-HAKONE-TOKYO

•Specialty: Shinkawaga Takayama Kusko Alpine Route
Lake Suwa, Pyokan (Japanese Style Inn)

•Inclusions: Round trip Int'l. Hotel Accommodations (including Pyokan Transportation), Mod. Meals, English Speaking Tour Guide, Admissions
•Details: *The prices shown above are per person based on double occupancy and from East Coast (NYT/SEA/PRG)
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entertainment • TV

TAIGA BEAT

by Hob Nakano

Entertainment from Japan has generated quite the attention recently — from Hayao Miyazaki anime to Japanese comedy dign being featured by talk-show hosts like Ellen DeGeneres — the interest in Japanese media has never been higher, or more accessible. Over the last few years, another Japanese television tradition has also been catching on in the US — the Taiga Drama.

Taiga literally translates as "Big River", and since 1963, the Taiga Drama has been a steady and reliable program on NHK, the Japanese PBS equivalent. Premiering at the start of the new year, this 45 minute weekly historical drama focuses on one storyline per year, and is consistently the highest rated show in Japan. Think of it as a year long mini-series, an epic show with Japan's most popular stars — Oscar nominee Ken Watanabe from "Last Samurai" was even featured in two Taiga Dramas,

"Dokugumyō Musumaru" in 1987 and "Hōmei Tatsu" in 1994.

Taiga Drama is a must see for anyone interested in Japanese history — equal parts historical lesson, soap opera, action movie, and thriller — it is a gripping and entertaining way to learn about Japan. The US premium cable station TV Japan currently airs Taiga Drama, and the new 2008 show airing without subtitles on Sundays, and the 2007 show "Fuuma Kozō" (bearing the famous Japanese pop-star Gackt) airing with subtitles on Saturdays.

Luckily, the demand for Japanese programming in the US has become so high that the translation time of new programs is now a mere four-month period. That means you can catch the final weeks of "Fuuma Kozō", and start watching the subtitled version of this year's program, "Akuslime" (about Princess Akas, the wife of a Shogun) in April, mere weeks after its original air date.

Watch it, get hooked, and you'll discover your anticipation for next year's drama will be just as high as a native Japanese. Find out how you too can become a fan by checking with your local cable or satellite provider about TV Japan, or by visiting www.tvjapan.net/en.



Aboutme

Based on novel by Eizaburo Iwano
Producer: Motohiko Sato
Teleplay: Kunitada Tanaka
Cast: Jiro Miyazaki
*Broadcast on TV Japan on Sundays



Cover Artist Wanted

Chopsticks New York is the first free magazine solely devoted to information about Japanese related shops, restaurants, topics, and events in New York as well as dealing with culture phenomena and trends in Japan. We are currently looking for a talented cover artist. Anybody can enter the contest. No experience required, you only need your own vision for this unique magazine. We look forward to your fresh ideas, unique approach, and original view.

Entry Rules

Submission materials

1. A short essay explaining your approach to the cover of Chopsticks New York
2. Clearly how you think your artwork represents the concept of the magazine
3. A CD with sample images you would like to use for the cover as well as your portfolio
4. Your resume. (Please read all of the materials to the following address)

Trend Pot, Inc. Attn: Chop Cover Contest
30 W. 26th St. 10th Fl. New York, NY 10001
Application deadline: March 14th, 2008 / No entry fee

Prizes

- 1st Prize:** One-year contract as cover artist of Chopsticks New York; 1 to 2 week exhibition engagement at a gallery in New York City
- 2nd Prize:** (2 or 3 people) 1 to 2 week exhibition engagement at a gallery in New York City

*Call or email for details
212 431-9970 (x113) or kousaku@trendpot.com

Exhibition

Through February 9

Looking East: William Howard Taft and the 1905 American Mission to Japan

The Nippon Gallery

This exhibition includes never before publicly viewed photographs taken by Kerry F. Woods of the 1905 U.S. diplomatic delegation to Japan. As an early use of photography as a documenting medium, the H. F. Woods 1905 photographs are a unique representation of an historic and groundbreaking peace-making Mission to Asia. The exhibition will feature ten enlarged prints of a selection of the photographs taken in Japan, a facsimile of the album containing all of the Japanese photographs, and a continuous digital slide show of the Japanese photographs.

Location: MS W 528-2, New York, NY 10017

Info: 212-641-2221 or info@nippongallery.org



Photograph 19009 "Buddhist at H.F. Woods Camp Near"

February 21-March 10

The Vision and Art of Shigeo Fukuda

Milk Gallery

This is a landmark exhibition that commemorates Buddhist and a major Buddhist sculptor of Japan's Showa Era (1926-1989). The Vision of Art of Shigeo Fukuda features over one hundred pieces of Buddhist and secular sculptures, engravings, calligraphy, drawings, photography, audio video

installations and other artifacts. It gives U.S. audiences a once-in-a-lifetime opportunity to gain insight into the heart and mind of a major Buddhist figure of the 20th Century and one of Japan's most revered spiritual leaders.

Location: 430 W. 52nd St. (bet. 10 & 11th Ave.) New York, NY 10019
Info: 212-445-2197 or www.shigeofukuda.com



Through May 25, 2008

Design: Isamu Noguchi and Isamu Konomochi

Noguchi Museum

Isamu Konomochi and Isamu Noguchi first met at the architect Kenzo Tange's office at Tokyo University June 26th, 1950 from August of that same year, Noguchi spent approximately two weeks at the Industrial Arts Research Institute in Tokyo where Konomochi was serving as a technical officer. The two shared a similar mission: to create and design a universally exceptional object, combining with an intrinsic beauty of simplicity that also combined with a vision and embrace of experimental techniques and materials. One of Konomochi's and Noguchi's many collaborations resulted in a strikingly original wooden bamboo chair made in 1960. The actual chair is no longer extant but will be recreated for the purpose of the exhibition. It is a classical sculptural form of texture and beauty as well as representing a technical accomplishment, distilling the natural elasticity and strength of bamboo with the durability and efficiency of iron.

Location: 31 St 2nd St. (at Union Square)

Info: 212-677-1716

Throughout February

Japan Related Guided Tours

Museum of Modern Art

MoMA offers numerous guided tours almost everyday for free of charge. Two Japan related tours are "Highlights of Great

Paintings: East and West" "Arts of Japan" and "Highlights of Asia." For more detailed information, go to MoMA's web site (www.moma.org)

Location: 1000 5th Avenue (at 101 St.)

New York, New York 10019-0000

Info: 212-621-7700

Performance

February 8 and 9

Akiko Yano: Voice & Piano

Japan Society



Akiko Yano
Photo: ©Takuma Sato

Thousands of fans in Japan watched Akiko Yano's career blossom from child piano prodigy to sensational darling-sophomore when she released her 1975 hit debut album Japanese Girl, prompting critics to proclaim that a young genius had appeared. An exceptional artist who has been acclaimed as a virtuous composer, jazz pianist and pop singer, Yano was born in Tokyo. Though she continues to tour Japan, where she is a top star, her home is here in New York City, where she composes and records music in her own studio, and performs annually to sold-out houses at J.S.'s Feb. 8 concert at Japan Society features her extraordinary arrangements of Japanese folk and children's songs as well as her own compositions that draw out the distinctive sounds of the Japanese language. She performs with her duo, (Jill Almond (piano) and Chris Mink (bass)).

Location: 333 5th Ave 2d, New York, NY 10017

Info: 212-775-7259 www.japansociety.org

Time: 7:30pm

Fee: \$25/\$20 Japan Society members

February 9

Tokyo String Quartet Sings

50ndY

The Tokyo String Quartet has captured audiences and critics alike since it was founded more than 32 years ago. Regarded as one of the supreme chamber ensembles of the world, the Tokyo Quartet—Mitsuo Inoue and Kikuro Tsuda (violins), Kazuyuki Furuya (viola), and Chie Gotohara (cello)—has collaborated with a remarkable array of artists and composers, built a comprehensive catalogue of critically acclaimed recordings and established a distinguished teaching record.

Quartet: Resident Guest Hall
1205 Lexington Ave., New York, NY 10029
Info: 212-453-1880 or www.tsq.org

Time: 8pm

Two concert tickets at 2pm by Robert Fisher, Yoko University
Age: 160 (all welcome)
Info: 212-312-3130 and 3130x2

February 13

Great Performances Featuring MEDUSA

Lincoln Center

Celebrated electronic and arts educator Mladen will begin a three-concert mini-series, presented by Great Performances on February 13th in the Rose Theater, Frederick P. Rose Hall. The performance is the first of three concerts taking place at the Rose Theater. Mladen and a variety of guest artists will explore the parallels and contrasts in the music of Russia's Alfred Schnittke (1934-1998) and Japanese Taro Taira (1908-1996), two significant composers who flourished in the last century. The concerts will juxtapose works by Schnittke and Takemitsu with works by composers who influenced them.
*See 520, 540, 550, and 560. Tickets are available at the Avery Fisher Hall box office at 456 St., through CenterStage at 212-271-4500 or on the Lincoln Center website at lincolncenter.org.
Location: 70 Lincoln Center Plaza, New York, NY 10023
Info: www.lincolncenter.org*

February 13, 14, 16, 17

Koko Tanasaka / Flared Hoop-hug: Photos

50ndY

Koko Tanasaka and his sewing company Flared Hoop-hug performs two electrifying works—the world premiere of *Appliqueville* and the New York premiere of *Pinco*. For seven April-May/June explores one's ability to change personality, emotions and gesture in appliances, sometimes light-swing, but always wearable ways. *Pinco*...for men reveals an exploration that came from what Tanasaka witnessed as a Japanese dancer studying alightness in Chinese in 1996. When different men and different cultures dance to a tight beat, a moment of vulnerability appears...just for a moment.
Director: Koko Tanasaka, Flared Hoop-hug Center for Dance
Location: 1000 Broadway, New York, NY 10003

Time: 8pm on Feb 13/14, 2pm on Feb. 17
Age: 120
Info: www.flared.org

Event Feature 1 The Art of Japan

JAPAN! culture + hyperculture

February 5-17

The Kennedy Center

2700 F Street, NW Washington, DC 20556
Info: 800-444-1339 or www.kennedy-center.org

Celebrating Japan's traditional arts and the design, crafts, fashion, and the visual arts, this two-week festival will feature more than 40 performances and over 450 artists. This will be one of the largest, if not THE largest, gathering of award-winning directors, dancers, musicians, and artists from Japan in one place.

Artists such as Miki Nogawa who is one of Japan's biggest and most highly regarded photographers and filmmakers will have some of her finest photos featured. Her father, Yuki Matsuyama, an award-winning director out of Japan, offers *Shirayuki* film: based on a Japanese folk play. This tragic tale of love and fate features one of Japan's biggest stars Tetsuya Tanaka of *Beethoven* fame as its U.S. premiere.

Throughout his career, architect Tadao Ando has won many awards for his work, using materials of light and dark stone as his medium in this special exhibition. He presents his glass installation *Four Colors to Comprehend Our Embrace*.

ment, as he explores sustainability and the environment. Look out for performances by Japan's biggest fashion company Sanrio takes a dance theater group that has to be seen to be believed. Here they will perform *Kinkin Shonen* (Kinkin Seiji) an interpretation of the stages of life and death through a young boy's dream, for a more traditional look at Japan, the New National Theater Ballet, Tokyo will make its international debut with *Bayminds*, Mito's Petrus's last great ballet creation, telling the story of a woman caught between her father and a seductive woman who doted on her heart.

If that isn't enough featured events include the latest music, dance, and art that Japan has to offer as its stages will showcase 15 premieres and more than a dozen live events. You might even see a rare festival of Japan's rich heritage, such as *Yakushiji*, *Yakushiji*, and *Yakushiji* along with other "new culture" of robots, will be exhibited here as American audiences get an inside look at all these phenomena from the past to various interpretations of the future, the festival encompasses the culture and hyperculture that is Japan.



Lecture/Forum/Film/Festival

January 30

Talks & Symposium: "Reflections on a Lifetime: Engaged with Japanese Culture: An Evening with Donald Keene"

Japan Society



Donald Keene
Photo © Courtesy of
Japan Society

Through his books, translations, and articles, **Donald Keene** has helped shape the English-speaking world's understanding of Japanese culture. Few Americans or Japanese have been as deeply and joyfully engaged with Japanese culture as Dr. Keene, whose work ranges from translations of classic works of prose and contemporary literature and drama to highly influential books about modern Japan that have become standards in the field. This evening, Dr. Keene, Shinichi Prof. Emeritus of Japanese Literature at Columbia University and recipient of The Order of the Rising Sun, the second highest honor that can be bestowed on an individual by the Japanese government, reflects on his more than 60-year career as a leading scholar of both traditional and modern Japanese culture.

Hosted by Thomas Hara, Professor of Comparative Literature, Princeton University
Time: 6:30pm
Location: 333 East 4th St., New York, NY 10007
Info: 212-775-1237 www.japansociety.org

February 23

Gangneung VIP (Busan-gan dalnabul)

Japan Society

The film is one of eight films in Japan Society's monthly film series series, NO RECORDS, NO LIMITS, 1960s Nikkatsu Action Cinema curated by Mark Shilling. After spending three years in prison for stealing a television from a mail bag, Goro comes out disenchanted with Japanese life. When he decides to abandon gangster life entirely, tragedy ensues, and Goro sets out for revenge. The film is reminiscent of the eigaist film series (1960-69) Director Kinoshita calls Ganger 99. "A youth film that happens to be set in the public world." For Goro there is no easy way out of the world that he's learned from. Based on the memoirs of a self-polluted Goro Fujita, the film reveals a darker, more desperate side to Western on-screen personas.

1966, 89min, 25mm, color. Directed by Naoshi Kinoshita. With Tetsuya Hirano, Kiyoshi Matsuda, Chieko Matsutani. **Location:** 333 East 47th St., New York, NY 10017. **Info:** 212/775-1258 www.japansociety.org **Time:** 7:30pm



Gangster 99
©1966 Nikkatsu
Corporation

February 13 - February 16

Down of Japanese Animation Film Series

Japan Society

The history of Japanese animated films, popularly known today as anime, goes back nearly 100 years—before Pato Boy and Speed Racer—when it was simply called manga eiga (manga film). Drawing from visual forms such as manga and karakidashi (picture card storytelling), Japan's animated film heavily mixed folktales and stories with modern Western elements. Drawing upon myriad influences, Japanese animated film of the 1920s-40s created a film tactical world whose characters resembling ours, such as Mickey Mouse and Betty Boop play chamber-piano (Pato Boy) is seasonal outlay. Screened for the first time in the U.S. with English subtitles, these short animations will be presented each night in four different themes, matched with a silent live-action film of the same genre and era. "Travel back in time to experience silent films as they were once presented in popular Japan! Silent films presented with live narration with Japan's premiere bench, **Mikiyo Sawada**

February 13, 8pm

Part 1: Chamber Action & Adventure

February 14, 8pm

Part 2: Horror & Comedy

February 15, 8pm

Event Feature 2 Unmonumental: The object of the 21st century

Through March 30

New Museum

235 Bowery, New York, NY 10002

www.newmuseum.org

"Unmonumental," the inaugural lecture at the New Museum of Contemporary Art, displays a myriad modern, magical hand-made and found pieces that are fragmentary, reworking with controversial symbolism, and also gather a seamless reflection of the museum itself. The New Museum, designed by Tokyo-based architects Kazuyo Sejima and Ryue Nishizawa, is a seven-story, wood-and-steel mesh structure situated somewhat conspicuously in Bowery, an up- and coming but still gritty art district in Manhattan. Sejima and Nishizawa describe the museum design as "a combination of elegant and urban" and an echo of the New Museum's lush and highly political mission to exhibit the overlooked daysdreams of new and emerging artists. The first of four exhibits in the "Unmonumental"

series is "Unmonumental: The object of the 21st century." Exploring sculpture as a vehicle for the expression of contemporary stages of impression and uncertainty, the exhibit features 30 artists including Nobuo Tsuchida, a Japanese artist born in Yokohama and currently living and working in London. Tsuchida, who has previously held solo and group exhibits in the Anthony Reynolds Gallery in London and ICA/The Salt House Gallery in Tokyo, was described by The Guardian as having a "quietly dramatic feel for his materials [that results] in works that are at once threatening and beguiling." Her pieces have a mechanical and mid-century modern sensibility where the viewer almost expects an electric surge to produce movement. I-Pop exposed case sculptures.

Running until March 30, Tsuchida's work, in addition to the New Museum staff, represents a refreshing look from the vantage of the contemporary New York art landscape.

—Reported by Vijay Aruna

Part 3: Postscript

February 16, 8pm

Part 4: Horror & Comedy

February 16, 7:30pm

Special Screening: Doctor

Location: 333 East 47th St., New York, NY 10017

Info: 212/775-1258 www.japansociety.org

Events

January 24 and 25

Lecture in Tea a Seminar

Taifu New York

Japanese tea instructor Nobuhisa Taifu will have a lecture and demonstration of how to make green tea. Green tea here does not mean matcha, but sencha and galeicha which are drunk more regularly in the household. In addition to the manner of making tea, how to use tea sets and tea bowls, he shares a basic knowledge about Japanese tea. You can learn more practical tea making in the seminar. Seating is limited to 15 in each session: 2:00pm on Jan. 24th, 5:30-7:30pm, and 3:00pm on Jan. 25th. Lecture is conducted in Japanese with a Japanese-English translator. **Location:** 3809 New York

507 Lexington Ave. (at 34th St.) 34thStNewYork.com

New York, NY 10017

www.taifunyc.com

Double Tea Metropolitan Hotel NY

Application Dead 1/16/10 10:00am

phone: 212-693-6152 **or fax:** 212-693-1333 **Fee:** \$40

January 31, February 1

Four Sale Tasting featuring "Estate"

Sakuya

Sakuya, the first sale specialty store in New York, presents a tasting event, featuring the Dewar brand. Kosuke Sakuya, 4th generation of the family that owns Kavalier Winery, in Yonkers—has been the founding company of Dewar brand, will offer samples and discuss the fine points of their Dewar 50 James White and Dewar 23 James Dewar. **Location:** 201 E. 96th St. (at 53rd Ave.), New York, NY 10029

Info: 212-363-7221 (toll-free) www.sakuyany.com

February 1-25

Opening Anniversary Events at Japanese Market Mitsuba Marketplace



Mitsuba Marketplace in Elmhurst, NY, will hold a series of events for celebrating its grand opening anniversary. The events include, Mitsuba Grand Opening Anniversary Tea-

trial (Feb. 15-23), #3 Japan Premium Sweets Fair (Feb. 15-17), Inosanto Is and Izu (Feb. 15-25), and Demonstration of making Mitochondria (Gyoza) (March 10-11). Inosanto is a special event featuring a variety of Japanese sweets. The event is held at the Japanese Cultural Center of New York City. Tickets are \$10. For more information, visit www.jccny.org.

Location: 355 West 42nd St., New York, NY 10018

Info: 212 693-8127

February 18

Art Cam: Contemporary Japanese Music Japan Society

Explore modern interpretations of traditional Japanese music and musical instruments. Participants attend an interactive performance and workshop by koto player Yumi Kamezawa, who will demonstrate the differences between the conventional 13-string and modern 20-string koto and play both a traditional song as well as her own composition. Following by a hands-on pull activity where children will make their own simple musical instruments. Recommended for children ages 6-12 and accompanying adults.

Location: 333 East 68th St., New York, NY 10017

Info: 212 757-7528 | www.japansociety.org

Time: 3pm

Fee: \$1 per family (age 5 and up)

February 19

Valentine's Special 11-Course Dinner

Kamegasho Ito

Kamegasho Ito Modern Japanese Restaurant in Jersey City will have a romantic 11-course dinner at \$60 for couples on St. Valentine's Day. Seating is available at 5pm, 6pm, 7pm and 8pm. Enjoy a night view of Manhattan will make the special day even more special.

Location: 99 West Center St., Jersey City 07310

Info: 201 528-8883

www.kamegasho.com

February 20

Discovering Japanese Modern

The Noguchi Museum

The Noguchi Museum and the Cultural Facilities Committee of the New York Chapter of the American Institute of Architects present a dialogue with Japanese and Japanese-American artists, a visit and designers as the development of the "Japanese Modern" and how this sensibility relates to this production.

Location: 9-61 2nd Ave. (at River End) Long Island City, New York 11101

Info: 718 778-1111

Time: 3pm

Fee: Free with Museum admission.

Reservations are recommended. Please call or go to www.noguchimuseum.org or call 718 778 1111.

March 9-11

Japan Pavilion

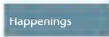
International Restaurant & Foodservice Show

About 15 of carefully selected Japanese food providers, growers and manufacturers will participate in the International Restaurant & Foodservice Show. They present excellent Japanese ingredients and products such as green tea, kiwi apple, freeze dried soft, sugar, baklava, etc. The food show offers over 30 education sessions and more than 100 unique foodservice industry exhibitions, accompanied by innovative new product gallery, annual US party competition, catering symposium, Japanese demonstration booth and more. It is a rare chance to view new products and an educational forum full of new ideas.

Location: Javits Convention Center

Info: 7 888 324-6700

www.internationalrestaurantshow.com



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Tokyo Pop is a hidden gem in the neighborhood of Columbia



Discussion and Book Reading by American Keitai Shosetsu (cell phone novel) writer

Keitai shosetsu (cell phone novel) is a unique style of literature, which is booming in Japan. Most of the writers of keitai shosetsu tend to be younger and less experienced, so, many of the skilled writers want to differentiate themselves from local shosetsu writers. However, its popularity is just phenomenal. An admired American writer, David Bowman, one of the first non-Japanese writers who contribute to this new genre of literature. On January 9th, he shared his experience and gave a book reading at Kinokuniya Bookstore. One of his interesting experiences as a writer was that he struggled for the length of a sentence. Reading novels on the small screen of a cell phone requires a certain writing style; the sentence should be short. He admitted that the compressed writing style was really interesting but extremely difficult. He emphasized this by quoting the letter of Haruki Murakami. But he enjoys this challenge in this innovative publication style.

University. They serve top quality Japanese foods at very reasonable prices. With abundant kawaii ryan experience, the owner Chef Masaki Nakajima introduces Japanese cuisine with a French twist to New Yorkers. In February, they offer one course of Japanese sake for free for only Chopped. New York readers. Don't miss this chance of experiencing Mr. Nakajima's original Japanese cuisine with its perfect sake. Intention that you get the information from the magazine when ordering.

Location: 370 Broadway St. #1046 and 1048 St. New York, NY 10013

Info: 212 213-0800

Winter Campaign: Get Relaxed by Japanese Shisetsu

Ito Center

Japanese authentic massage center Ito Center

offers a promotional campaign through February 28th.

Relaxation heavenly treatments at 20% discount prices during this period.

The service includes Authentic Shiatsu (1 hour) plus two options (one for below) and Authentic Shiatsu (1 hour) plus three options. The options are: Facial Shiatsu (15 min), Foot Shiatsu (15 min), Zen Shiatsu (15 min), Massage Shiatsu (15 min), and Kaiseki (15 min). Don't forget to mention that you use this promotional campaign in Chopped. New York when making appointment. This promotion can be applied to first time visitors only.

Location: 8 E. 45th St., New York, NY 10017

Info: 212 693-7300



"For more detailed see the article 'Glow in Tokyo: Keitai Shosetsu' featured in Chopped. New York. http://www.choppednewyork.com/kei_shosetsu.php?issue_new=1



Full 360 View of Popular Curry House Has Just Opened with More Varieties

GoGoCurry!

A popular curry specialty house in Midtown has just opened its second venue in the East Village. This time, they've expanded the scale and concept: they've produced the restaurant in collaboration with the American Diner. Customers can enjoy both diner foods and curry now. They have also introduced a new curry menu such as Coleman Curry, Hamburger Curry, and French Fry & Cheese Curry. To celebrate this opening, GoGoCurry! offers World Champion Curry (\$5.99) at 1-25 in both locations in February, limited to 5 servings a day.

Hours: Mon-Fri 4:30pm-11:00pm, Sat-Sun 4:30pm-12:00am
Location: 107 Second Ave. (at 25 St) New York, NY 10003

Info: 212-779-0885

www.gogocurry.net/en



Full-Furnished Apartments Offer Your Business Trip to Japan

Duplex Gathering

For those who look for ideal accommodations for your business trips to Japan, Duplex Gathering might have the right answer. It provides upscale furnished service apartments in convenient areas in Tokyo such as Min, Mitaka, Sagami, Roppongi, Giza, Takewake, Kamiyotei and Nakano where each has unique qualities respectively. Look into what they have for short and extended business trips or even for your second house.

Info: www.duplex.jp
tel: 3-2611-8811



Super effective anti-aging mask, Aqua Collagen-Gel Deep Moisture Mask

Dr. Celabo USA

Dr. Celabo USA launched its new product, AquaColla-

gen Gel Deep Moisture Mask, on January 20th. It contains three major manufacturing ingredients, amino collagen, hyaluronic acid, essence, for fast acting and long-lasting results. The mask provides moisture to dry skin both inside and out. Furthermore, these ingredients slowly penetrate into your skin, helping to keep it moist over a long period of time. One package comes with 5 sheets of masks, and each of the masks contains 30ml of liquid beautifying ingredient. Sold at \$35.

*Available at Teleshopping New York and Shopping Center

Info: www.celabo.com
1-866-674-5225



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February 21st - March 30th, 2008
 Milk Gallery, New York

www.shinjoito.com



What on Earth?

SETSUBUN

節分

The beans are thought to symbolically purify the home by driving away the evil spirits that bring misfortune and illness with them. As a part of bringing good luck in, Japanese customarily eat soybeans, one for each year of one's life, if you are 27 years old, you eat 27 beans. In some areas, people eat one for each year of one's life, plus one more for bringing good luck for the year to come; if you are 27, you eat 28 beans. Also, there are some regions where people bite into *fatoneki* (bag sushi roll) without cutting at all. They believe that your wish will come true if you bite into uncut *fatoneki*. "Roll" symbolizes "rolling good luck in," and to bite "uncut" represents the fact that your relationship would never be severed.

Throwing food is generally considered bad manners. But it is recommended on this particular day in Japan. Only roasted soybeans, not other foods, though. The day is called *setsubun*, and it's usually February 3rd, depending on the lunar calendar. Correctly speaking, the term *setsubun* (which literally means "seasonal division") indicates the day before the beginning of each season, so there are four *setsubun*: Spring *setsubun*, Summer *setsubun*, Fall *setsubun*, and Winter *setsubun*. However, in Japan, the term usually refers to the Spring *setsubun*, which is New Year's Eve in lunar calendar, and Japanese celebrate the day yearly.

The celebration is accompanied by a special ritual to cleanse away all the evil of the former year in the lunar calendar and drive away disease-bringing evil spirits for the year to come. This special ritual is called *mamonaka* (which literally means "bean scattering"). Roasted soybeans are thrown either out the door or at a member of the family wearing a mask of *Oni* (demon or ogre). The throwers chant "*Oni wa soto! Fuku wa uchi!*" The meaning of this chanting is something like, "Get out, Demons! Come on in Good Luck!"



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WWW.BLOOM.CO.JP

SEAFOOD THAT CREATES INNOVATIVE JAPANESE KAISEKI DISHES

Kaiseki Ryōe is a traditional Japanese formal meal, often served in a very artistic presentation. To realize the philosophy of the ultimate Japanese cuisine—the beautiful presentation and the freshest ingredients in season cooked in the best way that enhances the original flavor of the ingredients, **Azuma Foods'** seafood products not only meet their expectations but also open their creativity for more varieties of cooking and presentation.



Mr. Shigen Sugano's creativity produces unlimited numbers of *Kaiseki* dishes. Azuma Foods' high quality ingredients add to the superiority of the traditional *Kaiseki* experience.

Mr. Shigen Sugano is a young and innovative *Kaiseki* chef with over 10 years of experience at **Sushiden New York**, a high-end authentic sushi restaurant in Midtown of Manhattan. Having trained at a Japanese restaurant in a renowned hotel in Japan, he is one of the top Japanese *Kaiseki* chefs in New York City. His creativity takes almost anything—meat, seafood, vegetables and herbs—and he never hesitates to use new ingredients. Azuma Foods' products provide inspirations to this young creative chef, while also guaranteeing quality and freshness of the seafood.

With their special freezing system, Azuma Foods guarantees that the highest level of freshness of seafood

is preserved until the package is opened in the kitchen. One example is their salmon fillet. Due to FDA regulations, salmon fillets must be frozen, but frozen salmon becomes mushy and fatty when defrosted. However, Azuma's freezing system preserves fresh taste and texture, which is why Azuma's salmon fillets are fully enjoyed as fresh raw food.

Azuma Foods also contributes usefulness and creativity to exquisite cooking. It has recently introduced non-seafood products, such as edamame (green soy beans) sticks. The edamame paste is processed into sticks for fresh green color and soybean flavor. But Mr. Sugano, the innovative chef, applies this product to special creative dishes with edamame flavor as a superb fusion dessert of soy products and a traditional French dessert.



Amu made tōfu in the special winter style. Azuma's seaweed and vegetable mix is cooked in broth and served over the warm tōfu.



Azuma Foods' shirushi is a seafood specialty for winter, and is subtly cooked in sake with rice cake. Outside is Azuma's *Shirushi* (rice croquette) but instead of bread crumbs, adding a sensitive Japanese flavor.

dition, their large variety of products provides many more possibilities of daily *Kaiseki* menus, and repeat customers to Sushiden will enjoy an infinite variety of new dishes. All Azuma's products meet the high level of traditional Japanese *Kaiseki* and enhance the creativity and presentation on the plates, which entertain New York's gourmets of all kinds with the beauty and the best flavor of each season.

SUSHIDEN Madison Avenue is located at East 49th Street (between 5th and Madison Avenues). Phone: 212-758-2700



Azuma's salmon amazingly keeps the freshness because of the special freezing system. Wrapped with ground squid meat and seasoned with sweet vinegar. Mr. Sugano serves the salmon as part of *Kaiseki*, the appetizer assortment of *Kaiseki* course meal. Edamame (green soy beans) flavored citrus terrine is a surprise with the luxurious flavor of edamame and the traditional French dessert.



To want your cooking and presentation to stand out, try our products. Visit our website www.azumafoods.com or call our friendly sales representatives at 1-800-888-8888 or (201) 572-1112.

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